BROADCASTING
TELECASTING

DETROIT PUBLIC LIBRY
TECHNOLOGY DEPT
5 PUTNAM
DETROIT 2 MICH

PUBLIC LIBRARY
DEC 18 1950
DETROIT

how to turn one dollar into eight

Being a true and amazing story of WOR's power. There's no reason why the results couldn't have been yours

Shortly after this advertisement appeared on the cover of BROADCASTING Magazine, numerous letters were addressed to WOR from agencies and advertisers throughout the United States.

The response was gratifying, but not — in all humility — unusual. For WOR can show any advertiser or his agency hundreds of such stories.

WOR hopes that this advertisement's reappearance will provoke further inquiries regarding the station that sells more, more often, to more people, at less cost than any other station in America.

He came in on the 10:10. Philadelphia local, you know.

He was a tall man and rather blunt about the whole thing.

He said, "Look, I must sell my stock of these within a month or less." We looked and saw the product. It was good.

We said, "Sorry, but, of course, we can't *guarantee* to sell it."

He said, "I've heard some wonderful things about WOR and I'm willing to try. Let's go."

We did.

One of our brain-boys—oddly enough, we have a few scattered around – planned the programs the man should use. (That sounds simple, but it took WOR more than a quarter-century to (a) Determine the method; (b) find the brain-boys and (c) learn how to fuse everything to get the kind of programming that produces results like the following.)

In a little less than 4 weeks, our man who came in on the 10:10 had this to report . . .

For every dollar of his $1,600 spent with WOR, he received $8.00.

Four brief WOR announcements pulled 1,500 answers. Two WOR Sunday broadcasts pulled 6,500 answers. One—one, mind you—WOR news broadcast pulled 4,400 answers.

That, if we're not too feeble top-side, is good going. That we think is *very* economical, fast and profitable selling. May we do the same for *you?*

our address is—

WOR *that power-full station at 1440 Broadway, in New York*

P.S. This advertisement is based on a sponsor-approved WOR case history.

XUM

2050
WILL BE A BIG YEAR
FOR PIONEERS

Every year is big for pioneers.
But even in a miraculous age, some years are bigger than others.
Among the biggest years was 1948, when a handful of men put a handful of television stations on the air. The cost was staggering, so was the effort. But the vision was clear.
The South's first television station was WTVR, which went on the air March 31 ,1948. Four years earlier (on March 8, 1944) Wilbur M. Havens, president of Havens & Martin, Inc., had filed formal application for the station with the FCC.
WTVR's record of firsts is impressive. So are its sister stations, WMBG (AM) and WCOD (FM). Pacing the field is not only the mark of these stations—but a big tip to timebuyers.
Your Blair or NBC sales contact will tell you more.

WMBG AM
WCOD FM
WTVR TV

FIRST STATIONS OF VIRGINIA

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company

11 out of every 100 Philadelphia families *write* to KYW

Talk about *pulling* power! When we counted our mail received this year to date, we found that the total from Philadelphia alone amounted to 11 percent of the BMB radio families in the county. Other counties, too, scored amazing response-records.. proof of the consistent listenership that every advertiser seeks. To reach more families-per-dollar in the rich Philadelphia market-area, use 50,000-watt KYW! Availabilities? Check KYW or Free & Peters.

KYW Philadelphia

50,000 WATTS

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

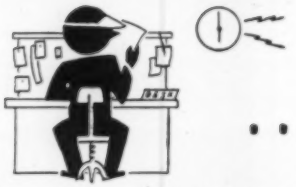
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

...lished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

BROADCASTING TELECASTING ...at deadline



Closed Circuit

SPECULATION placing CBS Board Chairman William S. Paley in some top radio-TV emergency post, following his conference last Wednesday with President Truman and NSRB Chairman W. Stuart Symington, can be dismissed on unimpeachable authority. Col. Paley served overseas in Psychological Warfare in World War II.

ALLIED RADIO, Chicago, reports that within past two weeks more than 40 stations have ordered tubes for entire new year 1951 in anticipation of shortages. Most stations request quarterly shipments.

PLANS UNDERWAY for formation of advertising agency to be known as Emerson Foote Inc., New York, effective in early spring, by Emerson Foote, former president of Foote, Cone & Belding.

CURRENT THINKING of FCC on by-product FM services: Radio should be used only where wire lines can't; i.e., Transit Radio appears okay, provided licenses do not surrender responsibility to transit companies by programming exclusively for transit audience. But services which supply only restaurants, hotels, or homes via "beep" would be out, since wire lines could be used. Added thought: If full utilization isn't made of FM allocations, FCC might consider assignment to TV or other services suffering excruciating facility shortages.

TOP CBS executive is authority for statement that two of biggest bulk buyers now on that network have demanded reductions of 10 to 13% on AM network on ground that commitments as of Feb. 1 have been made in writing by another network for that ratio of reduction. Unless assurances are given, it was reported, certain programs would be moved due to lower rates and desirable adjacencies.

NBC, which provoked pandemonium with its thrust for rate reductions on AM stations in TV markets, paradoxically, has taken leadership in increasing its TV network rates. With new 13½% (15%) increase scheduled for Jan. 1, total TV rate boosts, based on "circulation" increases will have reached 80% for year.

DODGE DIVISION of Chrysler Corp. planning big spot announcement campaign starting Jan. 1 using minutes and chain breaks in about 600 markets. Contracts are for three and four weeks. Ruthrauff & Ryan, New York, is agency.

JUST BEFORE FCC's Asst. General Counsel Harry Plotkin left for Florida vacation until Jan. 3, he commented that he's not concerned about FCC's color problem since it has become "mo t" anyway because of war situation.

BEHIND scenes planning under way for expanded Broadcast Advertising Bureau operation, with good chance NAB's BAB committee

(Continued on page 82)

Upcoming

Jan. 10: NBC AM Affiliates in TV markets, New York.

Jan. 11-12: Canadian Broadcasting Corp. Board of Governors, Montreal.

(Other Upcomings on page 37)

Bulletins

GERBER BABY FOODS, through Federal Agency, New York, placing spot announcement daytime test starting Jan. 15 for 13 weeks on WIRE Indianapolis. If successful, campaign will be expanded.

PRESIDENT ON RADIO, TV CITES NATIONAL EMERGENCY

PRESIDENT TRUMAN called on nation Friday night to get behind defense effort and said would declare state of national emergency Saturday.

Speaking on all radio and TV networks at 10:30 p.m., President reviewed current national and international problems. He told of need for control of critical materials and told nation Charles E. Wilson, president of General Electric Co., would head new Office of Defense Mobilization.

With criticism directed at government procedure in Washington, President turned to radio and TV to acquaint public with problem.

Within year rate of electronics production for defense will multiply 4½ times, President said. Price controls will be started at once on some materials and products, he declared, with wage stabilization in those fields. Fair standards for prices and wages will be announced in other cases, he said, with violations speeding up imposition of mandatory controls.

KGW PORTLAND SOLD TO NEWHOUSE INTERESTS

APPLICATION will shortly be filed for transfer of KGW Portland, Ore., to ownership of Sam I. Newhouse interests, for $350,000. Mr. Newhouse last week, in separate transaction, purchased *Portland Oregonian*, heretofore owner of KGW, for $5,250,000.

Cash transaction, handled through Smith Davis, newspaper and radio investment firm, gives Mr. Newhouse his second radio property. He owns WSYR-AM-FM-TV Syracuse. KGW is an NBC affiliate, managed by H Quentin Cox. Last week FCC approved transfer of KGW from *Oregonian* to Pioneer Broadcasters Inc., paving way for separate transaction.

Mr. Newhouse's extensive publishing interests include Newark *Star-Ledger*, Long Island *Daily Press*, Long Island *Star Journal*, Harrisburg *Patriot News*, Syracuse *Herald-Journal* and *Post-Standard* and Staten Island *Advance*. He also has an interest in *Jersey City Journal*.

Oregonian was established 100 years ago. KGW, operating on 620 kc with 5 kw, was established in 1922—one of pioneer stations on West Coast. It is represented by Edward Petry & Co.

Business Briefly

TWO TINTAIR BUYS ● Bymart Inc., (Tintair) to sponsor new dramatic series, Saturdays, 11:30-12 noon over CBS, beginning Jan. 20. Firm renews *Somerset Maugham Theatre* Wednesdays, 9-9:30 p.m. through April 11, CBS-TV. Agency, Cecil & Presbrey, New York.

OLDSMOBILE PURCHASE ● Oldsmobile Division, General Motors Corp., sponsors Sam Levenson on CBS-TV, beginning Saturday, Jan. 27, 7-7:30 p.m. Agency, D. P. Brothers Inc., New York.

COLGATE EXPANDS ● Colgate-Palmolive-Peet Co. expanding five-weekly CBS *Strike It Rich* program from 38 stations to 180 stations after Jan. 1, 1951. Agency, William Esty Co., New York.

COMMUNICATIONS BOARD PLANS MOVE FORWARD

PLANS for creation of permanent top-level frequency allocations and communications policy agency in government—"National Telecommunications Policy Board"—were reported considerably advanced Friday.

President Truman's Temporary Communications Policy Board, which is expected to recommend formation of such a board in its report to President in February [BROADCASTING TELECASTING, Dec. 4], devoted most of Thursday-Friday meeting to working out details, will continue at next meeting, Jan. 8. Temporary board is headed by Dr. Irvin Stewart, former FCC Commissioner, now president of U. of West Virginia.

SENATE FINANCE GROUP REVISES TAX BILL

RADIO-TV industry expected to gain some relief in Senate Finance Committee version of House-passed excess profits tax measure (HR 9827) announced Friday. Senate group broadened relief provisions, including one for so-called "growth" companies.

Under Finance committee's tenatively approved bill, a growth corporation would be able to substitute for ordinary average earnings credit (period of 1946-49 inclusive), their average earnings in one-half of 1949 and 40% of 1950. Various radio-TV spokesmen—such as Radio-Television Mfrs. Assn., Allen B. DuMont Labs, TBA's tax unit and NAB—have urged some such change in any proposed profits tax law.

WNAX, KRNT TO JOIN CBS EFFECTIVE JUNE 15

WNAX Yankton, S. D., and KRNT Des Moines, Iowa, both ABC affiliates, joining CBS network, effective June 15.

WNAX operating with 5 kw day and night on 570 kc is owned and operated by Cowles Broadcasting Co., with Robert N. Tichner general manager. KRNT, also Cowles station, operates with 5 kw on 1350 kc day and night. Robert Dillon is vice president and general manager.

Stations being replaced by CBS are KSO Des Moines and KSCJ Sioux City, Iowa. New affiliation announced for these stations.

Mid-America Looks to KCMO for On-the-Spot Farm Market Reports

Gospel in the rich Mid-America farm area are the daily broadcasts, direct from the Kansas City Livestock Exchange, by Bruce Davies, KCMO's ace Farm Market Reporter, and Associate Agriculture Director.

Monday through Saturday, Bruce Davies is on the air . . . with his Market Summary at 6:45 AM, Livestock Markets at 12:40 PM, and Grain and Produce Markets at 12:50 PM. These market reports *plus* farm news and analysis by Jack Jackson, KCMO's Agriculture Director, make the first radio farm service in Mid-America.

Active in the Future Farmers of America and the 4-H, Bruce Davies judges many livestock contests and speaks the language of the farmer as he daily works with them from his vantage point in the stockyards.

Bruce Davies' reports are now available. Ask the Katz man for details or call, write or wire KCMO.

One Does It- in Mid-America!

- **ONE Station**
- **ONE Rate Card**
- **ONE Spot on the dial**
- **ONE Set of call letters**

KCMO

KANSAS CITY 6, MISSOURI
Basic ABC for Mid-America

50,000 WATTS *Daytime*
810 KC. *10,000 WATTS Night*

New National Representative
THE KATZ AGENCY

HERE'S THE SENSATIONAL LOW-PRICED WESTERN THAT SHOULD BE ON YOUR STATION!

Out of 47 West Coast regional shows

"THE CISCO KID"

*"moved up to.. 9.4 (Third place . . . a tie . . . in December, 1949)

from... 8.9 (Fourth position achieved in November, 1949)

For the same period, "Cisco Kid" outrated all other ½-hour Westerns by 50%!

*"Cisco Kid" is aired three times weekly — Monday, Wednesday and Friday. It is the highest-rated show in its time period on Wednesday and Friday . . . and is second only to "Bob Hawk" on Monday! Write, wire or phone for proof of Cisco Kid's record-breaking, sales-producing performance.

SENSATIONAL PROMOTION CAMPAIGN — from buttons to guns—is breaking traffic records!

This amazingly successful ½-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor*; J. Frank Beatty, Rufus Crater, *Associate Editors*; Fred Fitzgerald, *News Editor*; Tyler Nourse, Jo Hailey, *Assistants to the News Editor*. STAFF: David Berlyn, Lawrence Christopher, Ardinelle Duncan, Wilson D. McCarthy, John Osbon. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Allen Riley, Jean D. Statz, Keith Trantow; Gladys L. Hall, *Secretary to the Publisher*.

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager*; Jonah Gitlitz, Elaine Haskell, Grace Motta, Lillian Oliver, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355*; EDITORIAL: Edwin H. James, *New York Editor*; Florence Small, *Agency Editor*; Pete Dickerson, *Assistant to New York Editor*; Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor*.

ADVERTISING: S. J. PAUL, *Advertising Director*; Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115*; William L. Thompson, *Manager*; Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181*; David Glickman, *West Coast Manager*; Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775*; James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

THEY* LOVE HIM IN CLEVELAND

BILL
Stay-Smoochie
GORDON

* LISTENERS AND SPONSORS!

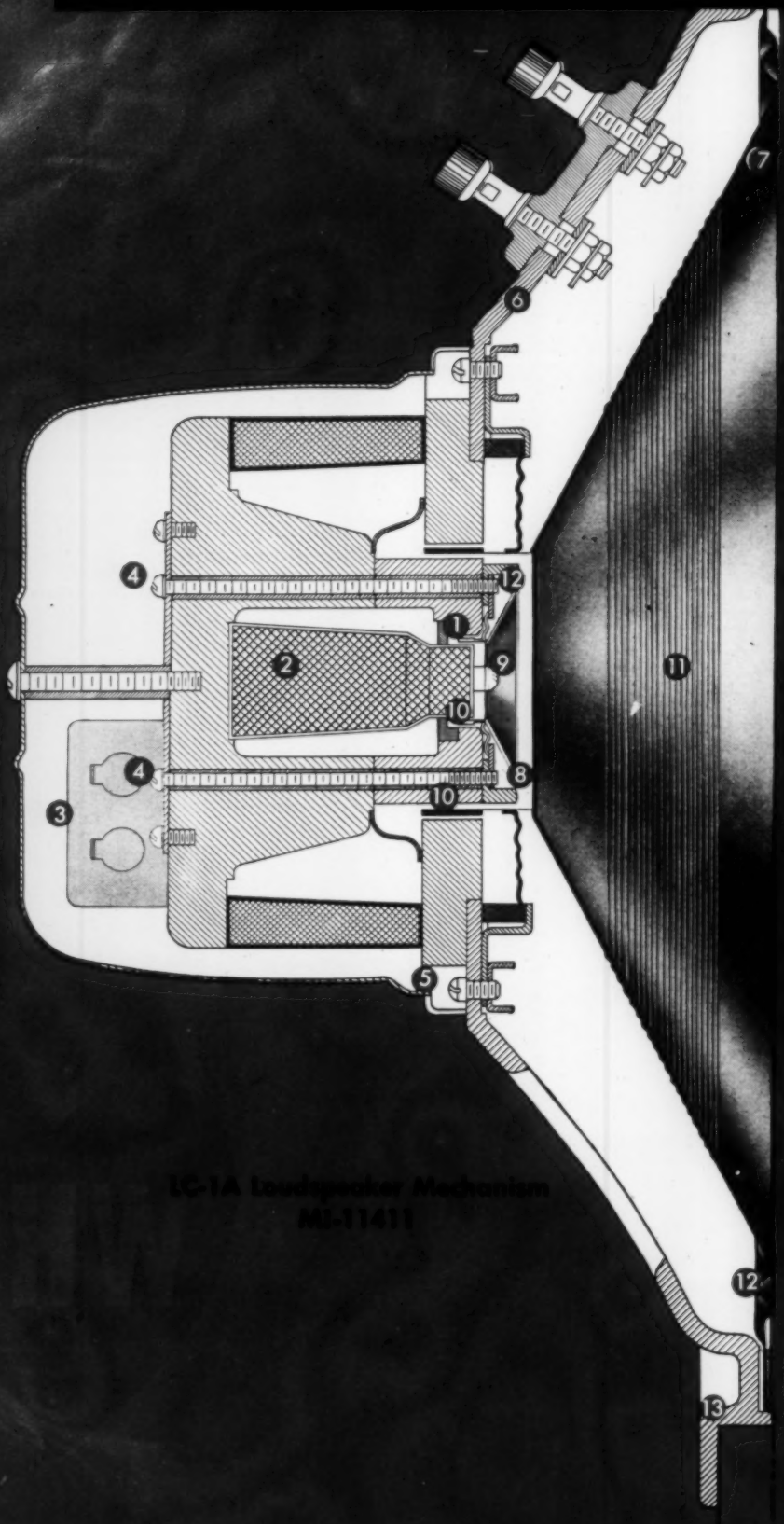
WHK's LATEST SUCCESS STORY!

In 16 short weeks

- 28 ADVERTISERS
- 18 QUARTER HOURS PER DAY SOLID
- 3000 MEMBERS IN GORDON FAN CLUB
- BOOKED SOLID FOR PUBLIC APPEARANCES
- 11,500 PIECES OF MAIL
- GOOD AVAILABILITIES – HURRY!

IN CLEVELAND IT'S
WHK
The Paul H. Raymer Co.
National Representative

SOUND TRANSLATION



LC-1A Loudspeaker Mechanism
MI-11411

1 H-f voice coil, aluminum wire-wo to deliver full h-f range

2 Heavy ALNICO V magnets

3 Cross-over condenser

4 Centering adjustment for h-f con

5 Centering adjustment for l-f con

6 Sturdy die-cast aluminum frame

7 Shallow cone for smooth respons and greater angle of distributio

8 H-f and l-f cones coaxially-mount mechanically independent

9 H-f cone. Diaphragm diameter only 2⅜". Wide-angle distributio to 15,000 cycles

10 Ample gap clearances

11 Massive 15" l-f cone. Bass respon 35 to 2000 cycles at all volume leve

12 Cone rim treated to minimize edg reflections for smoother response

13 Offset mount eliminates front cav —insures smooth response

XUM

..... next to perfect!

The Famous LC-1A Speaker

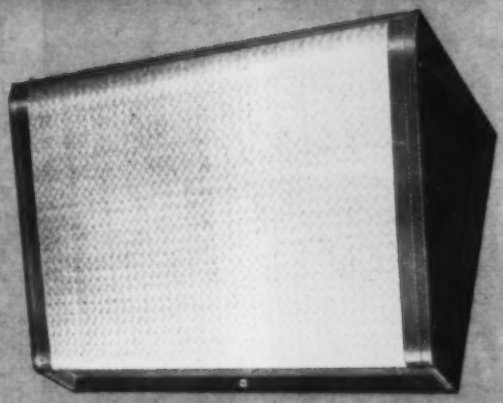
Among the great achievements of the RCA Princeton Laboratories is the development of the most advanced speaker in the world —the RCA Duo-Cone, Type LC-1A.

Expressly designed to give sound its true translation, this professional speaker is matched by no other high-quality sound reproducer.

Unique duo-cone design (originated by Dr. H. F. Olson of RCA Princeton Labs) provides a smooth response from 50 to 15,000 cycles — with no resonant peaks, harmonics, or transient distortion. Full power is radiated over 120-degrees at 15,000 cycles—makes it possible to enjoy high-fidelity sound *any place in the room!* Smooth crossover response around 2000 cycles eliminates all undesirable interference between the high-frequency unit and the low-frequency unit. Controllable "roll-off" at 5 and 10 kc... when used with the MI-11707 filter... restricts the h-f distortion and surface noises present in many recordings.

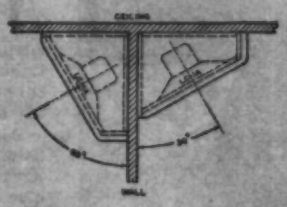
Today, more than 3000 of these speakers are serving in station control rooms, listening rooms, auditioning booths, lobbies, clients' offices, and private homes.

For more information, mail the coupon.



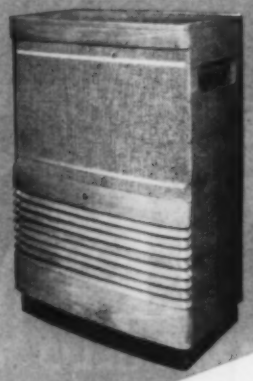
New Wall-Ceiling Housing for LC-1A

Ideal for sound reinforcement in control rooms, auditioning booths, hallways, talkback positions, elevators, executive offices. Port provided for increasing bass response. Finished in harmonizing 2-tone umber gray.



It's Easy to mount

The Wall-Ceiling Housing can be mounted for long or short "throws" —makes the wall and ceiling a part of the acoustical system.



The LC-1A Monitoring Speaker, with Console cabinet and MI-11707 filter

The finest reproducer in the business. Available in a choice of 2-tone umber gray or walnut finish.

RCA

AUDIO BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Department **19-LC,**
RCA Engineering Products
Camden, N. J.

Send me price and information on

- ☐ LC-1A Speaker Mechanism, MI-11411
- ☐ LC-5A Wall-Ceiling Cabinet, MI-11406
- ☐ LC-1A Speaker with Console Cabinet, MI-11411/11401

Name_____

Station or firm_____

Address_____

City_____ State_____

XUM

TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.

agency

HERBERT S. FOX supervising the creative art on several accou Cunningham & Walsh N. Y. appointed vice president.

JOHN M. KEAVEY appointed account executive G. M. Basford Co., N.

ROBERTA THEOBALD, Brisacher, Wheeler & Staff, S. F., transfer to L. A. office. She will be in charge of buying radio and TV time.

JAMES P. DANAHER to Brooke, Smith, French & Dorrance, Detr in traffic department.

E. MORGAN WINANT appointed vice president Weightman A Agency., Phila.

HAROLD ROLL Agency, Omaha, changes name to Anderson & R JOHN V. ANDERSON becomes partner.

on all accounts

ALAN R. TRIPP, new president of Adrian Bauer, one of Philadelphia's outstanding advertising agencies, should contribute to a highly successful future for the agency as a result of his diversified experience.

Alan's interest in the advertising field was awakened at a very early age through his father, who was also in the advertising business. At 16 Alan wrote his first advertising copy—on ladies' girdles, in which he admits knowledge of the product was not very evident.

He had entered New York U. at the age of 15, and from there went on to Northwestern U. where he was graduated with distinction as the youngest member of his class. He majored in advertising.

After graduation Alan worked for the *Chicago Daily News* doing market research. This he considers as his most useful experience, because he learned about sales, and, he says: "A good advertising man has to know sales."

He later became advertising manager for the Pilot Radio Corp. and then moved to New York to write copy for Samuel Krivit Advertising Agency. A year later he joined RCA as trade publication editor and director of intra-plant sound.

After four years in the Army, as an officer in the Signal Corps, and Army information service, Alan returned to Philadelphia and became associated with Adri Bauer in an executive capacity.

The Adrian Bauer agency is o of the oldest in Philadelphia, a employs a staff of 20. Mr. Bau who is chairman of the board, celebrating his 25th year in t advertising business.

Outstanding accounts of Adri Bauer are the Middle Atlantic Di sion of General Electric Co., Ph adelphia Dairy, Albert M. Gre field & Co. Real E tate, and Good Plenty Candy.

ALAN

The latter accou was expanded t 100% television a vertising in 2 years. Program used are *Lucky P* on CBS, *Weste Film Theatre*, a spot announcement

The agency bu the Penn footba games on televisio in conjunction wi its advertising cam paign for Gener Electric Automat Blankets.

The Adrian Baue Alan Tripp partne ship, besides being a successf advertising team, also can co tribute quite a bit of useful talen Alan, whose hobby is writi songs, has composed a number the agency's commercial jingle while Mr. Bauer, who is talente as an artist, designs the company Christmas cards.

Alan's other hobbies are amate photography and golf. He is vi president of the Philadelphia Tel vision Assn. and a member of th Poor Richard Club. He is 33 yea old, married and has two chil dren, Jeffrey, 7 and Barbara, 5.

beat

LAWRENCE DUNHAM, Hoefer, Dieterich & Brown, S. F., named production manager to succeed DAVID SCOTT, who joins U. S. Army as captain.

WILLIAM C. LYDAN, account executive McCann-Erickson, N. Y., to Foote, Cone & Belding, S. F., in same capacity, effective Jan. 1.

C. W. SCARLETT, Russell T. Kelley Ltd., Toronto, to senior account executive Grant Adv. of Canada Ltd., Toronto.

CHANGE of addresses: **Bristol Advertising Service** and **Essex Advertising Service** both move to 130 Montgomery St., S. F. **Brisacher, Wheeler & Staff** to new building at 1660 Bush St., S. F.; telephone, Prospect 6-2600. **Kenyon & Eckhardt** to 620 Market, S. F.

ART-COPY Adv., Newark, announces opening of new offices at 104 E. 40th St., N. Y. MARY ELIZABETH LANPHER, account executive, will be in charge. New office will specialize in fashion and consumer accounts, using radio and other media.

Miss Lanpher

DAVID PRESSMAN, director and producer, succeeds MARC DANIELS, who resigns to move to Hollywood to direct motion picture, as producer-director of *Nash Airflyte Theatre* on CBS-TV for Geyer, Newell & Ganger, N. Y. ALEX MARCH, GN&G assistant producer of *Philco Playhouse*, named script editor of show.

A. R. (Al) BOCHROCH, account executive Joseph Katz Co., N. Y., moves in similar capacity to C. J. La Roche Co., N. Y., Jan. 1.

LOYD SHERWOOD, Foote, Cone & Belding, L. A., transfers to S. F. office of agency as business manager.

G. V. EVANS appointed representative of Harry E. Foster Adv. Ltd., Toronto, in western Canada, with offices in Winnipeg.

RICHARD ST. JOHN, Langendorf United Bakeries Inc., S. F., to Guild, Bascom & Bonfigli, S. F., as assistant to WALTER GUILD.

GIL BABBITT, WCAU Philadelphia, to J. M. Korn & Co., Phila., as radio-TV director. MILTON J. FELDMAN, Korn chief copywriter, named director of plans and copy.

MONROE G. GORDEN, Goldsmith Brothers, N. Y., and NAT WATERSON, Waterson & Fried, N. Y., to John Mather Lupton Co., N. Y., in copy department and production manager, respectively.

HAROLD A. McINTYRE, media department Schenley Industries Inc., N. Y., to Kudner Agency, N. Y., as member of media department.

WILSON, HAIGHT & WELCH Inc., Hartford and N. Y., elects LAWRENCE C. HUMASON, president Humason Mfg. Co., Forestville, as director; R. CHANNING BARLOW, account executive, as vice president, and KATHERINE SHEEHAN, media supervisor, as assistant production manager. ELEANOR O'BRIEN becomes media supervisor.

JOHN W. FOX, Eastern manager Western Associated Farm Papers, to E. M. Basford Co., New York.

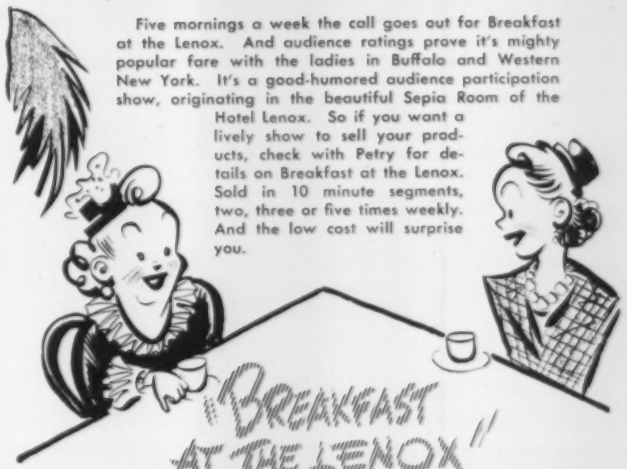
THOMAS R. SANTACROCE, Biow Co., N. Y. appointed vice president in charge of merchandising for agency.

RUDOLPH MONTGELAS, former president Buchanan & Co., N. Y. to Ted Bates & Co., N. Y., to serve on Colgate-Palmolive-Peet Co. account.

COMPTON ADV. Inc., N. Y. announces appointment of three new members to radio and TV copy dept. They are HOWARD DOYLE, Benton & Bowles, FRANCES FRADIN, Hutchins Agency, and GERALD SIMON Gamble TV Productions.

COME AND GET IT!

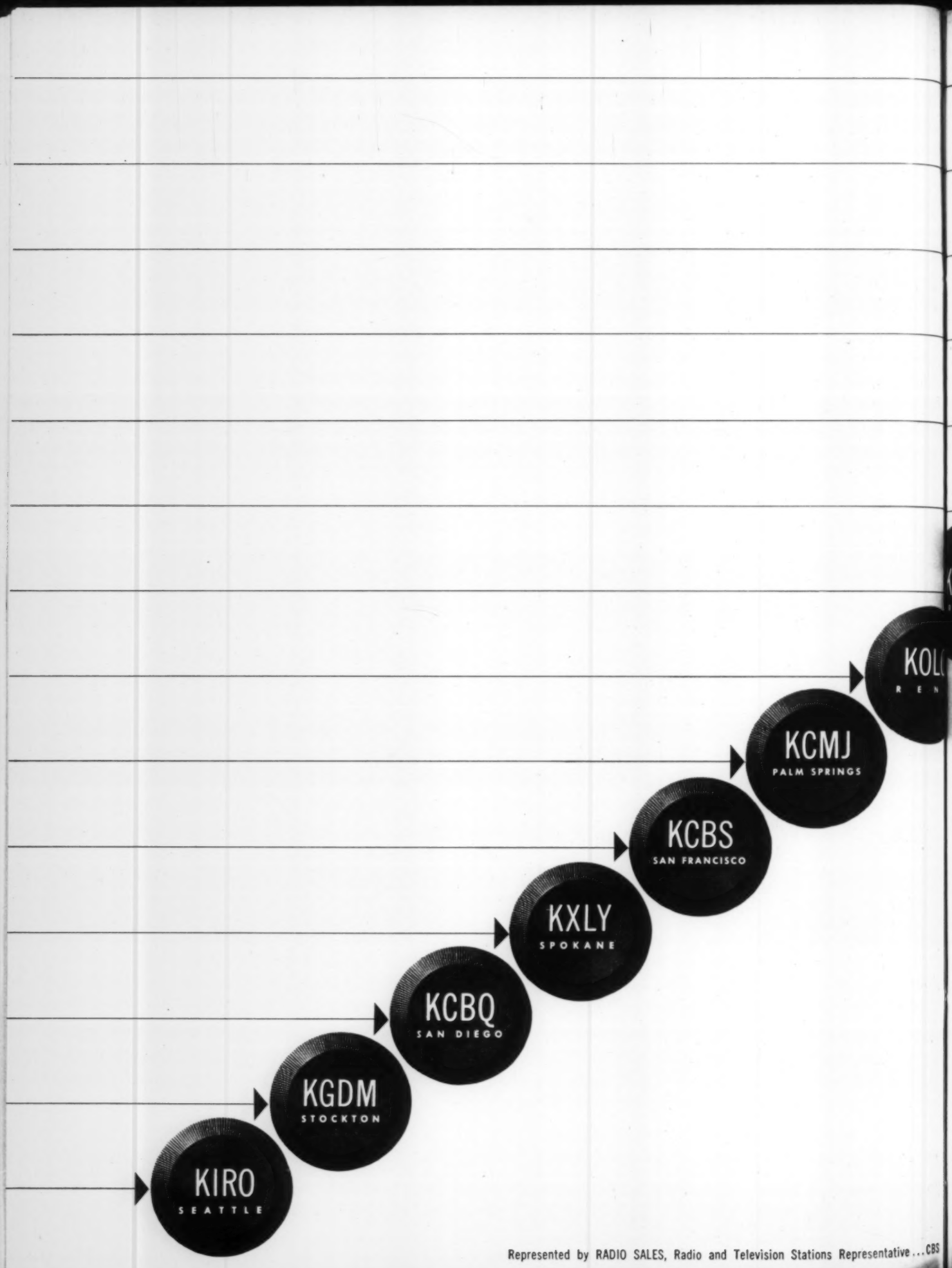
Five mornings a week the call goes out for Breakfast at the Lenox. And audience ratings prove it's mighty popular fare with the ladies in Buffalo and Western New York. It's a good-humored audience participation show, originating in the beautiful Sepia Room of the Hotel Lenox. So if you want a lively show to sell your products, check with Petry for details on Breakfast at the Lenox. Sold in 10 minute segments, two, three or five times weekly. And the low cost will surprise you.



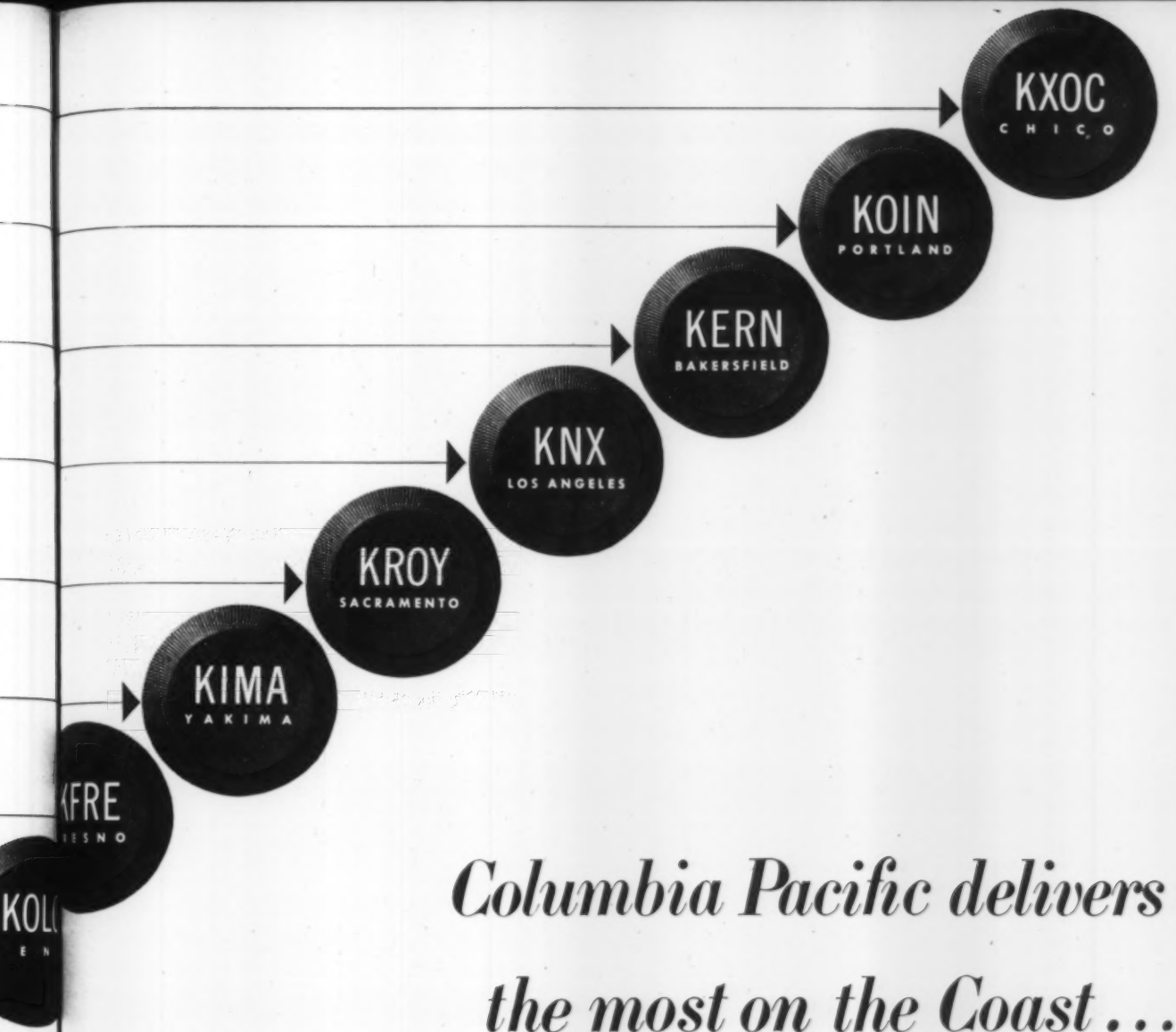
"BREAKFAST AT THE LENOX" HAS THE LARGEST LISTENING AUDIENCE in BUFFALO 9:15 TO 10 AM

WBEN

NBC BASIC —— BUFFALO



Represented by RADIO SALES, Radio and Television Stations Representative ... CBS



Columbia Pacific delivers the most on the Coast . . .

Coast people listen most to Columbia Pacific during the daytime. They listen most to Columbia Pacific at night. And Nielsen confirms it:

During the entire week, *Columbia Pacific commands a bigger average share of audience – day and night – than any other Coast network.**

So..to reach the most on the Coast, tell your sales story on..

**NRI, Pacific distribution of minutes listened, January through September 1950.*

Columbia Pacific *. . . the IDEA Network*

KGNC'S ADVERTISERS KNOW THE VALUE OF USING THIS MEDIUM FOR THEIR SALES MESSAGES AS SHOWN BY THE FACT THAT

PHILLIPS PETROLEUM COMPANY

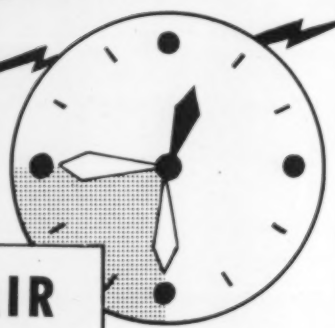
RECENTLY COMPLETED . . .

Phillips 66

6,666

CONSECUTIVE

NEWSCASTS



ON THE AIR

EVERY WEEKDAY
AT 12:30 P.M.
SINCE
JULY 1, 1935

WE ARE PROUD TO HAVE BEEN SELECTED BY THE PHILLIPS PETROLEUM COMPANY FOR THIS 15 YEARS OF CONTINUOUS SERVICE TO THE PUBLIC.

AMARILLO'S
NBC
OUTLET

KGNC

710 10,000 WATTS

YOUR FIRMEST GRIP ON THE FABULOUS GREAT PLAINS

new business

RID-X OF TEXAS, Kilgore, Tex. (Rodenticide), appoints Morrow Wolf-McCann, Longview to handle advertising for Warfarin compound. Spot radio being used. Expanded schedule on early-morning and late-night show considered for 1951.

REED PRODUCTS, St. Louis (Corbex), sponsoring 26-week test spot campaign on three stations in Midwest. Agency: Dorrance-Waddell Inc., N. Y.

THOMAS A. STEEVES Ltd., Vancouver (Little Dipper cake mixes), starts spot announcements and Sunday programs on number of British Columbia stations. Agency: James Lovick & Co., Vancouver.

GIPPS BREWING Corp., Peoria, Ill., appoints Arbingast, Brecht & Assoc. Adv., Peoria, to handle advertising.

RAINIER BREWING Co., S. F., appoints Brisacher, Wheeler & Staff, S. F., to handle advertising.

PERSONAL PRODUCTS Corp., Milltown, N. J., names Compton Adv., N. Y., to handle advertising of "Yes" tissues, effective Jan. 1.

ST. LAWRENCE FLOUR MILLS Co. Ltd., Montreal (Regal Flour), starts network and transcribed English and French-language programs on Quebec and Newfoundland stations. Agency: F. H. Hayhurst Co., Montreal.

BLACKSTONE WASHING MACHINE Corp., Jamestown, N. Y., renewing *Blackstone, Magic Detective* series, quarter-hour transcribed program produced by Charles Michelson Inc., N. Y., for scheduling by local dealers, beginning Jan. 1. Program aired in 1949 by Blackstone, but due to factory strike, campaign was discontinued until production was recently resumed.

REGAL AMBER Brewing Co., S. F. (Regal Pale), starts weekly 15-minute sports newsreel, *Top Views in Sports*, on KNBH (TV) Hollywood. Contract for 26 weeks. Agency: Abbott Kimball Co. of Calif., L. A.

SEARS ROEBUCK & Co., L. A., Jan. 1 start five-minute Fleetwood Lawton newscasts three times weekly on KTSL (TV) Los Angeles. Contract for 13 weeks. Same firm recently started five weekly half-hour children's record program *Sears Platter Pals* on KFWB Hollywood. Agency: Mayes Co., L. A.

Network Accounts . . .

GILLETTE SAFETY RAZOR Co., Boston, to sponsor 11th annual Blue-Gray bowl game classic from Cramton Bowl, Montgomery, Ala., over MBS, Sat., Dec. 30, 2.45 p.m. Agency: Maxon Inc., N. Y. Company also will sponsor live telecasts of Orange Bowl Game, 1:45 p.m. over WTVJ (TV) Miami and Rose Bowl Game 4:45 p.m. over KTTV (TV) Los Angeles, KPIX (TV) San Francisco and KFMB-TV San Diego, New Year's Day. Highlights of games probably will be presented over CBS-TV network, several days later.

PEARSON PHARMACAL Co. (Ennds chlorophyll tablets) starts sponsorship Jan. 5 of Gabriel Heatter news series, 7:30-7:45 p.m., on 400 Mutual stations. Agency: Harry B. Cohen Adv. Co., N. Y.

Adpeople . . .

ALBERT L. WALTERS, director of personnel Hunt Foods, transferred from Hayward, Calif., general offices to Fullerton general offices where he will supervise department of industrial relations.

PHIL WICKSTROM, advertising manager in charge of RCA advertising for Leo J. Meyberg Co., S. F. (radio supplies), joins U. S. Navy as lieutenant.

ROBERT J. KEITH director of advertising and public relations Pillsbury Mills Inc., Minneapolis appointed vice president. PAUL S. GEROT vice president and Dr. SAMUEL N. STEVENS president Grinnell College and personnel consultant were appointed to board of directors. EDMUND P. PILLSBURY was also appointed vice president.

CINCINNATI

. . . is the best, the most economical way of delivering your sales message to Greater Cincinnati, as is proved by this latest Hooper Report. What delivers the nation's fifteenth largest metropolitan area to WKRC advertisers? It's a balanced blend of top locally produced programs and the best from CBS. Of course that makes sales-sense to you (as it does to so many!), so contact WKRC or your Katz man.

RADIO CINCINNATI, INC.—Hotel Alms, Cincinnati 6, Ohio

HOOPER RADIO AUDIENCE INDEX

TIME	50,000-watt Independent Station	250-watt Network Station	WKRC (CBS)	50,000-watt Network Station	1,000-watt Daytime Station	5,000-watt Network Station	250-watt Daytime Station
MON. THRU FRI. 8:00 A.M.-12:00 Noon	9.7	23.0	**33.1**	21.8	0.8	10.9	*
MON. THRU FRI. 12:00 Noon-6:00 P.M.	7.6	20.6	**27.7**	26.3	3.3	10.0	2.6
SUN. THRU SAT. EVE. 6:00 P.M.-10:30 P.M.	10.2	13.5	**34.1**	29.8		11.2	

*No listeners found in sample

Copr. 1950, C. E. Hooper, Inc.

Most of them are oup

*Comparison of WCCO's 50-100% BMB Nighttime Audience Area and Twin Cities TV Service Area, October 1, 1950

†Sales Management, May 1950

uof the picture!

You may be focusing on *less than half* of your Northwest market. For if you've got your eyes on TV, you're overlooking the almost *half a million* radio families in WCCO territory who are *completely out of the range of television.* In fact, there are three and a half times more WCCO radio families *outside* the TV service area than there are TV set-owners inside.*

But... use WCCO and you reach *all* of 113 Northwest counties where 894,600 radio families spend more than three billion a year in retail sales!† What's more, you get the *biggest weekly audience* everywhere you go—inside Minneapolis-St. Paul *and outside.* (Even in the home counties of the 16 next-largest cities of this area—some as far as 195 miles from the Twin Cities—WCCO gathers a much larger audience than the *hometown* station in 12 out of the 16!)

It simply means that the best way to capture the most customers and sales in your *entire* Northwest market is to make yourself *heard* on...

WCCO

"Good Neighbor to the entire Northwest"
Minneapolis-St. Paul...50,000 watts
Represented by Radio Sales

XUM

3 WINNERS in WASHINGTON

(One at a time or any combination)

Bill Herson

Conducts "Your Timekeeper" from 6:00-9:30 AM Monday thru Saturday. A consistent, hard-hitting salesman. Top-drawer listening and selling power for years.

Nancy Osgood

Outstanding women's director on the air in the nation's capital. Nancy's daily mid-morning audience and sponsor loyalty means "sales power" for your product.

Charley Batters

Conducts "Batters' Platters" a new and novel participation program heard nightly from 7:30-7:55 PM, Monday thru Friday. Choice time and choice programming.

They're all on

FIRST in WASHINGTON

WRC

5,000 Watts - 980 KC

Represented by NBC SPOT SALES

feature of the week

MOST DIRECT way to boost radio listening is to increase the number of sets in homes. That's the theory behind WIP Philadelphia's latest campaign to help build the AM audience in the Quaker City.

The WIP drive coincides with the Christmas season, with the theme stressing purchase of small radio sets at the $14-25 retail price range for gifts. As conceived by Murray Arnold, WIP program director, the campaign caters to the oft-repeated assertion that many work-hours are put in by both householder and housewife in rooms other than the living room.

And as Mr. Arnold puts it, more AM listening in the area means more hours spent listening to WIP.

To back up its drive, the Philadelphia outlet is highlighting the small radio gift idea in its mailings to sponsors and to all set manufacturers. It is suggested by WIP that the firms join in the campaign.

On the local level, Gimbel's Department Store is cooperating by displaying small radio sets with promotion pointing up the same copy line scored on WIP's sustaining spots. Gimbel's also uses pictures of best known radio talent on the station who have been plugging the gift theme.

Economy-size radio set drive is highlighted by a Gimbel's Christmas display.

* * *

Philco's distribution headquarters in Philadelphia asked the station for additional material on the gift-plan for use at its regular sales meetings, according to WIP.

strictly business

GERALD N. GUNST

GERALD N. GUNST, manager of the Chicago office of the Katz Agency, radio and television station representative firm, is following the fast pace of TV with the same enthusiasm and interest with which he watched the development of radio. He has been able to achieve a perspective on both media after close scrutiny of AM and TV history in his 21 years of continued association with Katz.

Mr. Gunst joined the firm's New York office in 1919, taking a job which George Katz had offered him before World War I. Because of the imminence of war, and retailing and merchandising duties in his father's store in Corpus Christi, Tex., young Gerald postponed his exodus to New York. He entered the Army and went to the First Officer's Training Camp in Leon Springs, Tex., where he became a member of the 90th division, comprised of men from the Southwest.

He remained with this group from its inception to its dispersal after the war. On duty with the unit in France, he was machine-gunned during the Argonne battle, hospitalized and then assigned to occupation duty. On his return, he "vacationed" for a few months and then joined Katz. In 1920 he was sent to Atlanta to open a branch office. He was subsequently transferred back to New York and then to Chicago.

During the first few years of Mr. Gunst's tenure, Katz sold only newspaper space. In the late 1920s, as radio's potential was being realized as well as recognized, the company took on several stations, one of the first being WKY Oklahoma City, still a client.

By the mid-'30s, Katz was in the radio business "substantially," and

(Continued on page 40)

THE TAMPA-ST. PETERSBURG METROPOLITAN AREA HAS

50%

MORE PEOPLE TODAY THAN IN 1940.
THE TAMPA-ST. PETERSBURG METROPOLITAN AREA IS

2nd

IN POPULATION IN FLORIDA.
AND THE TAMPA-ST. PETERSBURG METROPOLITAN AREA RANKS

42nd

IN THE NATION.

Spots

ON

WFLA

WILL GIVE YOU EFFECTIVE COVERAGE OF THIS BIG, GROWING YEAR 'ROUND FLORIDA MARKET.

Tampa Tribune Stations

WFLA AM FM

NBC affiliate

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA

Ordinarily we would use this space to tell you what great shakes we are as a radio station - how WHDH leads all other Boston stations in overall audience, cost-per-thousand listeners, national accounts - exclusive and otherwise - and in other ways vital to the interest of time buyers ...

Instead, we would rather extend the warmest of Christmas greetings to all of you who have - and will share in the continuing success WHDH has enjoyed during the past four years...

open mike

Human Rights Concert

EDITOR:

I should like to . . . express our appreciation to all those who made possible our second annual concert commemorating the adoption of the Universal Declaration of Human Rights which took place at the Metropolitan Opera on Sunday night [Dec. 10].

The Human Rights Concert, which is well on the way of becoming an annual affair, is in fact a broadcast, not a concert in the ordinary sense of the word. It owes its existence and its success to the fact that the radio systems of member states throughout the world have demonstrated their willingness to devote large blocks of valuable time to marking this important anniversary, and to the fact that artists of the greatest distinction have shown themselves more than willing to contribute a program worthy of a vast worldwide audience.

The success of this year's concert is indeed a further evidence of the support which the United Nations continues to receive from the radio industry throughout the world. This year's concert was a resounding success, and the list of those who contributed to it is a long and distinguished one reflecting the truly international character of great music and great musicians—the New York Philharmonic-Symphony Orchestra with Dr. Fritz Busch and Sir Ernest MacMillan conducting, the Schola Cantorum of New York, Miss Marian Anderson, Mr. Claudio Arrau, Mr. John Brownlee, Miss Judith Anderson and Mr. Charles Boyer.

We are indebted to the American Federation of Musicians, the American Federation of Radio Artists, the Theatrical Protective Union and other organizations whose contributions made this impressive concert possible. The broadcast this year was carried by CBS and WNYC New York.

A concert of this scope and quality is, in itself, a striking reaffirmation of faith in the Declaration of Human Rights and will, I feel sure, make a significant contribution to the development of greater understanding of the purposes and importance of this great document.

B. Cohen
Assistant Secretary General
for Public Information
United Nations
New York

Tribute to Yoder

EDITOR:

I am . . . enclosing a tear she from the editorial sheet of the *Den ver Post* for Wednesday, Dec. 6.

You will note there is a wonde ful editorial regarding Mr. Yoder transfer to KNBC in San Fra cisco [BROADCASTING • TELECAS ING, Dec. 11]. . . .

Bill Day
Manager,
News, Special Events
KOA Denver.

[Copy of Editorial enclosed by Mr Day].

A GOOD FRIEND GOES

When Lloyd Yoder picks up his be longings and leaves for San Francisc to take on a new job for NBC, Denve and the Rocky Mountain Empire wi be sorry.

Mr. Yoder has been a fine civic leader, an outstanding radio statio director, and in his spare time on whale of a football official.

San Francisco will be lucky to ge him back, and we are sad to see hi go, though Denver knows the chang is a good one for Mr. Yoder.

Our friend's accomplishments hav been discussed in the news columns o this newspaper. There is no need t recount them here. It is better to think a little bit of the spirit of the man the calmness and fairness of Lloyd Yoder that has brought him so many friends.

It is true that Denver will be sor rier for losing him. We can hope tha he will think of us fondly once in a while, as we will think of him.

* * *

Lauds TBA Support

EDITOR:

On behalf of the Television Broadcasters Assn., I would like to thank you sincerely for the splendid support you have given our organization during the past, and particularly for the great help you rendered during our last TBA Clinic.

The work which has been so important to television needed the periodical support you have given it. I am personally grateful, also, for the help I received from you during my administration.

J. R. Poppele
President
Television Bestrs. Assn.
New York

* * *

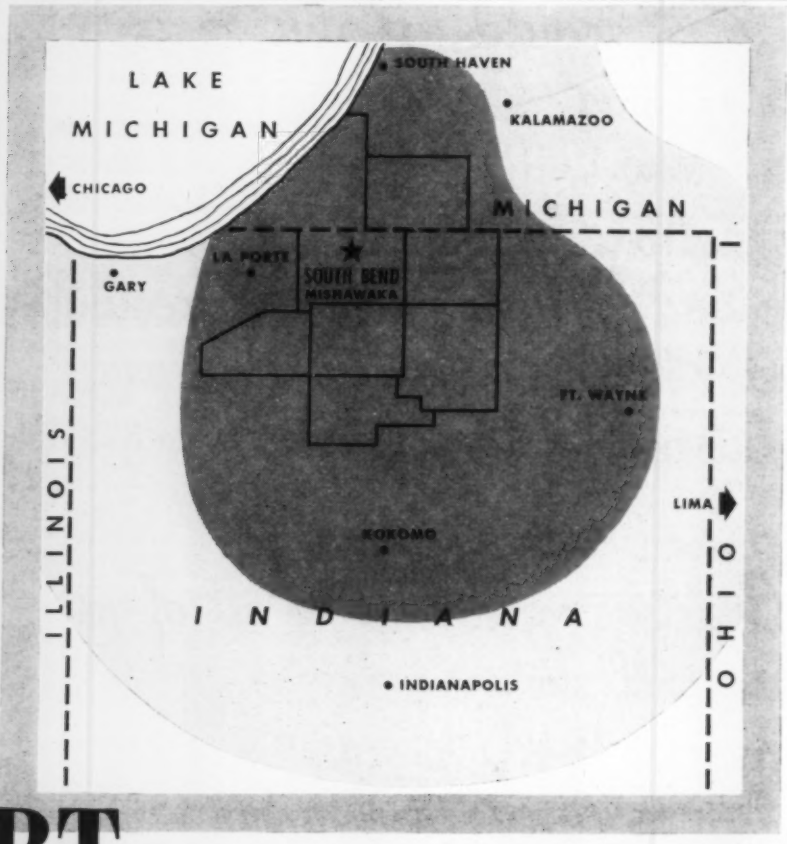
Public Service Shows

EDITOR:

. . . The little symbolic guy representative of the feature "In The Public Interest" is especially fine . . .

It is nice to see this department dressed up like your other principal departments. It seems to me that the public service broadcasts of radio and TV stations, broadly speaking, are—or at least should be—their most significant characteristic in the pattern of American life. . . .

John F. Clagett
Clagett & Schilz
Law Offices
Washington



WSBT SELLS A MARKET THAT'S UP

The South Bend-Mishawaka trading area, always a rich and responsive market, is UP. This is the heart of the primary area that WSBT saturates — with listener ratings above network averages. The primary area is up in population from 1,577,900 to 1,798,000. Up in retail sales from $1,435,547,000 to $1,597,850,000 . . . In this important sales area, WSBT is the best loved voice — and the ONLY voice that covers the entire market. For bonus coverage, bonus listenership, bonus sales, it's WSBT — the bonus buy!

WSBT
SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

EXTRA RELIABILITY

G-E transmitting tubes have it! So . . . Mr. Manufacturer . . . specify General Electric, to design max dependability into your radio equipment!

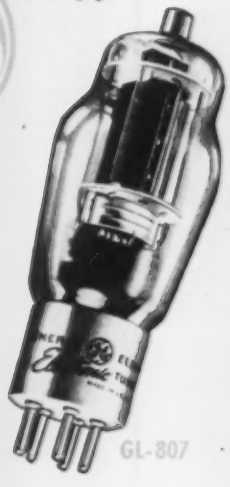
HERE are tubes better-built by G.E. for better performance! Each has that something extra in design, in manufacture, which means real dependability when the chips are down and your equipment is working peak-load and full-time.

GL-5686 . . . It's a new nine-pin miniature that does the work of a 6AQ5 or 6AR5—does it consistently, because *every tube* gets 50 hours' service at the factory under Class A conditions, with frequent samples also being selected for full life tests. You can bank on the GL-5686!

GL-807 . . . The G-E grid construction is substantial and strong—will stand up under punishment. Moreover, special G-E development work in metals and other substances gives this tube premium quality from cap-terminal through to base-pins.

GL-813 . . . Superior G-E internal shielding, in the form of a large ground-plane barrier, gives ample protection against feedback—cuts down sharply on the need to neutralize. Improved design joins with precision G-E manufacture to offer you the leading beam power tube in its class.

Why not ensure your new transmitter's performance by choosing these and other G-E tubes your customers can count on, day-in and day-out? Just write for data sheets that give *all* ratings, in all classes of service. Or better, ask for the help of expert G-E tube engineers, who will be glad to consult with you personally on applications. Address *Electronics Department, General Electric Co., Schenectady 5, N.Y.*



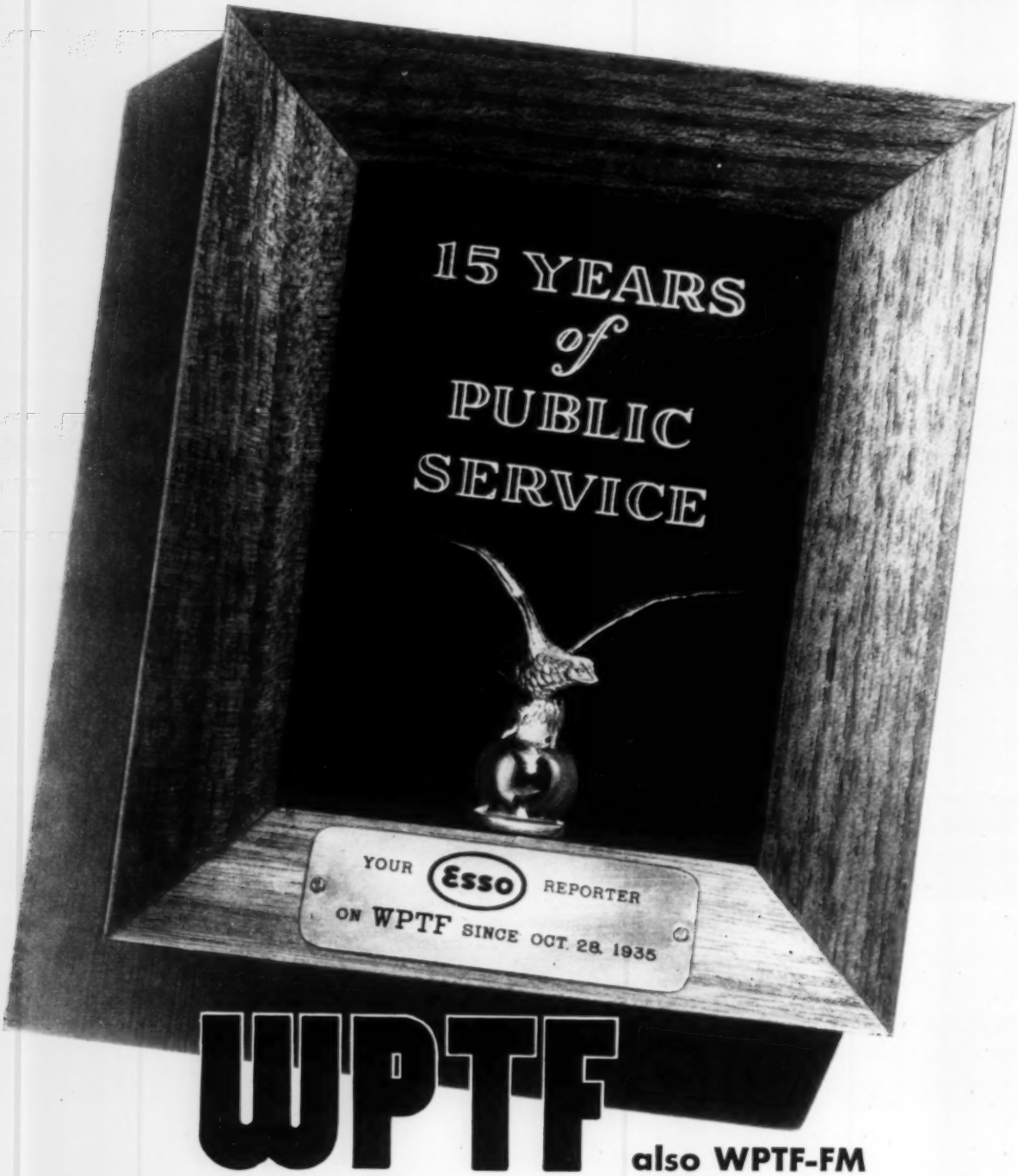
TYPICAL OPERATION, CLASS C TELEGRAPHY

	GL-5686	GL-807	GL-813
Plate voltage	250 v	600 v	2,000 v
Plate current	40 ma	100 ma	180 ma
Driving power (approx)	0.15 w	0.2 w	1.9 w
Power output (approx)	6.5 w	40 w	275 w
Max plate dissipation	7.5 w	25 w	100 w
Freq. at max ratings	160 mc	60 mc	30 mc

GENERAL ELECTRIC

180-J7

WPTF *the Number One Salesman in North Carolina—the South's Number One State—is Proud of this Recognition*



WPTF also **WPTF-FM**

50,000 WATTS **680** KC **NBC** AFFILIATE FOR RALEIGH AND DURHAM, N. C.
and all Eastern North Carolina

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

BROADCASTING
TELECASTING

Vol. 39, No. 25 WASHINGTON, D. C., DECEMBER 18, 1950 $7.00 A YEAR—25c A COPY

NBC RATE CUT PLAN STALLS

Jan. 10 Meet Called

By ED JAMES

A SUDDEN and vigorous attempt by NBC to force its radio affiliates in television markets to reduce their evening time rates—a move which, if successful, would unquestionably depress the entire radio rate structure—was at least temporarily stalled last week by the objections of a majority of the affiliates.

The network had asked some 50 radio station affiliates to agree to reductions ranging as high as 25% in their evening time rates effective Jan. 1. After a week of persuasion, NBC was obliged to postpone its hopes. Last Thursday, seven days after it began its campaign by personal visits and telephone calls to affiliates, NBC altered its tactics and invited the affected stations to meet in New York Jan. 10 for a discussion of the rate question.

At the time the network abandoned its whirlwind campaign, 11 stations were reported to have at least tentatively agreed to accept the reductions. Four of them, not unnaturally, were wholly-owned-and-operated NBC stations in television markets (the fifth owned-and-operated NBC radio station is in Denver, where no television exists).

The seven affiliates that were understood to have expressed some willingness to cut rates as requested were WBAP Fort Worth, WGY Schenectady, WMC Memphis, WSM Nashville, WSMB New Orleans, WSOC Charlotte, N. C., and WWJ Detroit.

TV Affiliates Benefit

Five of these stations—WBAP, WGY, WMC, WSM and WWJ—are AM sisters of television stations which are affiliated with NBC-TV and which, like all NBC-TV affiliates, will benefit from an average 35% increase in television rates Jan. 1. One of them, WSM Nashville, is situated in a market where TV has just arrived, and hence the amount of reduction in WSM's radio rates asked by NBC was slight.

NBC's rate cut plan—which the network was expected to pursue with greatest determination—was viewed by rival networks and other broadcasters with utmost gravity.

Some of the most powerful leaders of the industry made no secret of their belief that a rate reduction by NBC would force similar reductions by all AM broadcasters in television areas.

They believed that if NBC succeeded in its plan, other networks would have to cut their rates on a similar pattern almost immediately. After that, they forecast, it would be only a matter of time until independent radio stations in TV markets would be obliged to downgrade themselves accordingly in order to maintain about the same rate ratios that exist today.

Opponents of the NBC proposal, including many of the NBC affiliates who objected to the plan, argued that its basic assumption—that television will continue to grow and so continue to cut into radio listening—was very apt to be proved incorrect. The defense mobilization, they said, probably would seriously reduce production of television receivers.

One of the fundamental elements in the formula used by NBC to figure the radio rate reductions was the estimate that there would be 14,500,000 television sets in use by Oct. 1, 1951. NBC's estimate of television sets in use as of last Nov. 1 (its latest current figure) was 9,169,300.

The estimated increase of 5,330,700 sets between last month and next October was regarded by many as an improbable goal in view of the inevitable drains of a war economy.

'Unfortunate Timing'

The general opinion among opponents of NBC's plan was that a radio rate reduction now would be a matter of unfortunate timing. The acceleration of a national mobilization would not only arrest the growth of television but would also enlarge the radio audience, they felt. Listening, in time of emergency, would be bound to increase.

The essence of the opposition argument was that although radio rate cuts might be inevitable, this was not the moment to invoke them.

Sponsor Reluctance

In arguing on behalf of its proposal, NBC was understood to have told affiliates that it had an unprecedented volume of unsold time on its hands and was finding it increasingly difficult to interest sponsors in big network campaigns.

This sponsor reluctance was attributed by the network to a general feeling among advertisers that radio rates were too high. NBC also was said to have told affiliates that it preferred to undertake a straight reduction in card rates rather than to engage in some of the kinds of "package" selling that it asserted other networks had recently resorted to. Some of the

(Continued on page 36)

'51 RADIO BUDGETS UP

No Cuts for TV

TOTAL radio expenditures of major national advertisers will be increased next year, offsetting widespread claims that sponsors might abandon the medium in favor of TV, according to first checkups of sponsors' 1951 budgets.

An extremely small number of advertisers will cut radio expenditures next year and this group comprises only a slight percentage of national advertising funds, judging by responses to BROADCASTING • TELECASTING inquiries.

Scanning of advertiser plans for 1951 indicates that nearly every company whose plans are well under way will remain with the broadcast medium despite organized efforts to beat down radio rates because of TV's impact. Their comments reflect confidence in the medium that broadcasters claim has for many years and will continue to provide the biggest value per dollar spent.

In many cases, advertising executives qualify their observations with comments on the darkening international horizon. They indicate that if materials shortages, rationing and other emergency developments interfere, their budgets will be revised.

Included in the list of sponsors who currently are planning to increase or at least stand pat on radio and in many cases TV expenditures are such major companies as General Mills, Procter & Gamble Co., Esso Standard Oil Co., RCA-Victor, Borden, American Home Products Corp., Arthur Murray School of Dancing, Falstaff Brewing Corp., Coca-Cola, Brown & Williamson Tobacco Corp., F. W. Fitch Co., Assn. of American Railroads and Benrus Watch Co.

New Money for TV

Few companies that plan to increase TV expenditures expect to take the money away from radio but several cases are noted where the TV budget will be increased by a greater percentage than the broadcast allocation, according to responses to a BROADCASTING • TELECASTING request for 1951 plans. There are a number of cases where radio remains stationary as TV expenditures increase.

Samuel C. Gale, vice president and advertising director of General Mills, who believes 1951 should be a good year for foods, plans "some increase in over-all radio and TV budgets."

Procter & Gamble Co., operating on a July 1-June 30 fiscal year basis, anticipates no radical change in current rate of spending for radio and television during the first six months of 1951.

Coca-Cola Plans

Coca-Cola Co. hasn't formally drafted its budget but figures radio and TV expenditures will be about the same as in 1950.

Walgreen Drug Co., according to Orville G. Gile, advertising manager, again will spend about $600,000 on radio and add perhaps $100,000 to the $50,000 TV budget in the 1950 schedule.

Harvey M. Bond, advertising director of Benrus Watch Co., indicated its radio-TV budget will be up 30% over 1950. The sponsor plans to spend $500,000 on radio spots and $750,000 on TV spots. With network budgets of $750,000 the company will reach the $2 million mark in radio-TV time purchases. This increased expenditure reflects a steady increase in busi-

(Continued on page 24)

XUM

'51 Radio Budgets Up

(Continued from page 23)

ness which Benrus expects to continue in 1951.

Bristol-Myers Co. will raise its radio and TV expenditures 26% over 1950, according to Joseph M. Allen, vice president and advertising manager.

RCA-Victor Division has planned a strong advertising sales promotion campaign for the first quarter, according to Rollie Coffin, director of advertising. Radio and TV will be up 25% over last year.

William M. Stedman, advertising director of American Home Products Corp., said the company is not planning any cutback on radio or TV, but is concerned about the unsettled international situation and its effect on business.

Esso Plans Increase

Esso Standard Oil Co. radio and TV expenditures, as now planned, will considerably exceed those of 1950 and previous years, a spokesman indicated.

Stuart Peabody, assistant vice president of The Borden Co., said "radio expenditures will be up slightly and TV up materially."

The 210 Arthur Murray Studios will spend about $1 million in radio and $2 million in television, according to Arthur Murray, president.

The Toni Co., spectacular exploiter of radio in bringing its permanent wave products into a dominant place, will continue to make the product "America's No. 1 advertised cosmetic," according to Don P. Nathanson, director of advertising. Half the budget will go into daytime radio, 10% into television. Radio will be at the same level but TV will be doubled over 1950.

Radio and TV budgets of Falstaff Brewing Co. will each be up 50% next year, according to Karl K. Vollmer, advertising director.

Brown & Williamson Tobacco Co., completing the biggest year in its history, looks for continuing gains in 1951 which in turn will mean larger advertising appropriations. The bulk of the money will continue in radio and TV, according to J. W. Burgard, advertising manager. "So far because of constantly increasing sales we have been able to get into spot television on Kool, Raleigh and Viceroy not only without curtailing our radio budget but in fact with a slight expansion of our radio budget at the same time," Mr. Burgard said.

'Railroad Hour' Plans

Assn. of American Railroads plans to continue its famed *Railroad Hour* on NBC, with 1951 expenditure estimated at $1,315,000 as against $1,150,000 in 1950, according to H. F. McLaury, advertising manager.

F. W. Fitch Co. radio and TV budgets will be larger than last year, said Robert J. Piggott, advertising manager.

Emerson Radio & Phonograph Corp. expects to spend the same amount on radio and TV next year, said Benjamin Abrams, president.

One national proprietary sponsor, preferring to be un-named, will increase its radio budget by $100,000 in 1950 but has no TV plans.

ELECT MEEKER

Succeeds Avery in NARSR

ROBERT D. C. MEEKER, president, Robert Meeker Assoc., was elected president of the National Assn. of Radio Station Representatives for 1951 at a NARSR meeting last Wednesday in New York. He succeeds Lewis H. Avery, president, Avery-Knodel Inc., who headed NARSR during 1950.

Mr. Meeker

Other NARSR officers for the new year are: Max Everett, Everett-McKinney Inc., vice president; Eugene S. Katz, Katz Agency, secretary; Joseph L. Timlin, Branham Co., re-elected treasurer.

Russell Woodward, Free & Peters, was elected a director for a three-year term. Mr. Avery, as retiring president, automatically became a board member for a one-year term, and Joseph J. Weed, Weed & Co., continues on the three-man board for the second year of his two-year term, to which he was elected a year ago.

Group did not accept the resignation of Edward Petry & Co., tendered by the company's president, Edward Petry, as this company's dues are paid through 1950 and as NARSR is hopeful that Mr. Petry may be persuaded to change his mind and remain a member.

COUNTING the catch are these two fishermen who tested their skill on the Homosassa River in Florida: F. J. Kelley (l), vice president and general manager, WTSP St. Petersburg, and Frank White, president of MBS.

BUICK DRIVE

To Spend $150,000

BUICK motor division of General Motors Corp., will spend approximately $150,000 in a short term schedule to introduce its new 1951 car, using the "saturation plan" on ABC, "Operation Tandem" on NBC, and a spot announcement campaign in radio daytime [CLOSED CIRCUIT, Dec. 11].

The saturation plan on ABC starts January 14 to 20 and covers six evening radio programs. They are *Stop the Music*, Sunday, 8-8:30 p.m. segment; *Metropolitan Opera Auditions of The Air*, Tuesday, 8:30-9 p.m.; *Screen Guild Players*, Thursday, 8-9 p.m., with program commitments for Monday, Jan. 15, 9:30-10 p.m.; Wednesday, Jan. 17, 8:30-9 p.m., and Saturday, Jan. 20, 8-8:30 p.m. to be announced at a later date.

Buick will sponsor NBC Operation Tandem from Jan. 17 to 20 with programs not yet committed.

The spot campaign will be on daytime radio in the same week.

Kudner Agency, Inc., New York, is the agency.

Drawn for BROADCASTING by Sid Hix

"Yeah our radio's on . . . we're listening to police calls!"

NATIONAL GUARD

Cites Radio's Cooperation

ACCEPTANCE of the National Guard's transcribed radio series by 1,689 stations thus far as a public service feature was cited last week by two top National Guard Bureau officials, who praised the radio industry's patriotism in the present international crisis.

Maj. Gen. Ernest L. Smith, chief of the NGB information office, lauded stations for making the 15-minute Mindy Carson-Bill Stern show "probably the most successful show of its type in the history of the guard." As evidence of its popularity, he mentioned numerous letters from program managers of stations throughout the country.

Satisfaction with radio's role also was expressed by Maj. Gen. Raymond H. Fleming, NGB acting chief, who stated that stations are making "a very definite contribution to the strengthening of our country's national defense." These stations, he added, have shown an "excellent response" in support of the guard's recruiting campaign.

Additional outlets are negotiating for the program, a 39-week series which will run through June 1951. Many NG units in some 2,000 communities are making use of the show in successfully carrying out the campaign.

The guard recently concluded a $38,000 paid campaign of spot announcements over more than 1,200 stations during the month of November, and plans to launch a spring drive calling for a similar radio outlay in 1951 [BROADCASTING • TELECASTING, Oct. 16]. The guard allocated over $50,000 for spot campaigns in September and November.

NGB officials said last week that radio network coverage is now the greatest in the history of guard recruiting drives, with radio's budget share at an all-time high. In addition to the Carson-Stern show, MBS' Guy Lombardo show has been airing guard announcements since Oct. 28. Another is the Don Estes program on NBC which started with 59 stations and has gradually expanded coverage.

NAB BOARD

Winter Meeting Plans Set

NAB board of directors will hold its winter meeting Jan. 31-Feb. 2 in Bellaire, Fla., the association announced last week. It will be the first board meeting of 1951, and the last prior to the scheduled industry convention slated in Chicago in mid-April.

Such problems as the future of Boadcast Advertising Bureau and creation of an autonomous NAB-TV for video stations will be taken up by the board. Budget plans for the fiscal year starting April 1 will be considered. The board sessions will be held in the Bellevue-Biltmore Hotel.

BROADCAST industry members conferred with President Truman at White House Thursday. Left to right: G. Richard Shafto, WIS Columbia, S. C.; Gilmore N. Nunn, WLAP Lexington, Ky.; Ralph W. Hardy, NAB, Broadcast Advisory Council secretary; Mort C. Watters, WCPO-TV Cincinnati; Clair R. McCollough, WGAL Lancaster, Pa.; Chris Witting, DuMont TV Network; Frank White, MBS; Howard Lane, Field Enterprises; Seymour N. Siegel, National Assn. of Educational Broadcasters; Jack R. Poppele, WOR New York, Television Broadcasters Assn.; Arthur B. Church, KMBC Kansas City; Robert Hinckley, ABC; Justin Miller, NAB; I. R. Lounsberry, WGR Buffalo; Frank M. Russell, NBC; Earl Gammons, CBS; Roger W. Clipp, WFIL Philadelphia; Robert C. Sprague, Radio-Television Mfrs. Assn.; William Fay, WHAM Rochester; A. Frank Katzentine, WKAT Miami Beach, Fla.

* * *

RADIO IS READY

Truman Assures Broadcasters Freedom

THE broadcasting industry faces a critical world situation with definite assurance from President Truman that radio and TV stations are not to be seized under the government's emergency powers.

On the eve of declaration of a national emergency highest government officials, commenting favorably on the broadcasting industry's voluntary cooperation in World War II, promised that a similar course will be followed in the present crisis.

These reassuring comments were expressed to the Broadcast Advisory Council in a whirlwind Washington tour last Thursday.

They were supported by promise that censorship restrictions will be imposed only in case of critical emergency and by official recognition of the predominant role radio will take in maintaining national morale.

On top of all this, broadcasters were told they must take a leading part in keeping the public informed by means of dispassionate reporting of the news.

Future Conclaves

This all-day heart-to-heart exchange of views and discussion of common problems by the highest civil and military officials convinced Washington leaders they should hold more meetings in the future.

President Truman's vote of confidence in the ability of broadcasters to inform the nation came just two months after his expression of faith in a free American radio, on equal footing with the press. This opinion had been given by Mr. Truman in a letter sent to BROADCASTING • TELECASTING last Oct. 11 when he congratulated the publication on its 20th year of service.

In the October letter he had described radio and television as the media that constitute "audible journalism," and had urged continued support of "free, competitive radio institutions in the established American tradition."

The advisory council, policy-making group directing the radio-television defense effort meeting for the first time, conferred with highest military and civil echelons of diplomatic, military and production agencies. They ran the gamut of top-level government officials who gave them the plain facts now facing the nation and lauded their voluntary efforts to bring the public into the defense program.

At the end of the day the council members voted to meet immediately after the first of the year. At that time they will discuss specific plans to achieve objectives thus far outlined by the government. More sessions will be held with other key federal agencies, including FCC and Civil Defense Administration.

Truman's Mood

The President was in a "courageous mood" during his conference with council members, Justin Miller, NAB president, declared afterward, providing considerable background information on the world situation. Judge Miller is chairman of the all-industry group. In emphasizing the gravity of the situation, the President was said to have told council members the U. S. will not go out of Korea unless it is pushed out.

Mr. Truman gave the council an insight into his Friday night radio-television speech and the prospect that a national emergency is necessary. He was described as pleased with encouraging news about the improvement of morale in France during the last year.

Judge Miller's comments on the President's own problems were picked up by press associations and widely circulated. The NAB president said the President explained, during a frank exchange of comments with broadcasters, that he sometimes finds it difficult to realize that he is two persons—the President and a human being.

Sometimes he has trouble with "that other fellow, the human being," the President was quoted as saying. The comment was tied by newsmen into sharply worded letters sent by Mr. Truman in the last fortnight.

Members of the council expressed

(Continued on page 50)

BASEBALL COVERAGE

Ban Threat Subsides

BROADCASTERS and advertisers were prepared last week to wrap up the loose ends of pending radio-TV contract negotiations for baseball coverage as the threat of restrictions on major league broadcasts subsided at the annual convention of the national sport.

No action was taken on the "explosive" radio-TV issue, which came to the fore largely on the basis of complaints lodged by minor league clubs. Major league network broadcasts, they protested, had been primarily responsible for their attendance slump in 1950 [BROADCASTING • TELECASTING, Dec. 11].

Though George Trautman, president of the National Assn. of Minor Leagues, appeared armed with a three-point program designed to curb baseball coverage, the issue never got on the agenda—officially at least—in the wake of the dismissal of A. B. (Happy) Chandler.

The minor leagues, mindful that many radio-TV pacts already had been set, were hopeful that restrictions may be levied at least by 1952.

MBS was advised that its *Game of the Day*, originated this year from major league parks throughout the two circuits, could continue in 1951 unless other "developments" take place, presumably those concerning the international situation.

No official action was reported with respect to coverage by Liberty Broadcasting System.

In abandoning the minor league proposals, the two major league circuits delegated authority for broadcast coverage to individual clubs, who could restrict or limit radio-TV as they deem necessary.

Trautman Support

In so doing, the leagues backed up the contention of Mr. Trautman that the matter rested chiefly in the laps of the major leagues, not the Justice Dept., with whose officials he had conferred.

The majors held a joint meeting last Wednesday, winding up the

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XUM

OFF for Bermuda are these two plane loads (for list of Shangri-lites see page 20, Dec. 11 BROADCASTING • TELECASTING).

LOWREY H. CRITES (l), General Mills, Minneapolis; PAA Representative Rosamond Lotito, and Ken Torgerson, Knox Reeves, Minneapolis, before take-off.

PAT GORMAN, advertising manager of Philip Morris, showed up at the airport equipped for any thing, except a cigarette hangover.

THIRTIETH anniversary of radio, exemplified by KDKA Pittsburgh, which started commercial broadcasting on Nov. 2, 1920, was observed on foreign soil—Bermuda—Dec. 8-10 with the assistance of nearly 100 U. S. advertising executives. Members of the two-plane load mission to "Shangri-La," which represented estimated placement of $400 million in radio and TV time, were the guests of Westinghouse Radio Stations Inc., at the Elbow Beach Surf Club on the British island, just four hours from New York.

A graphic review, high-lighting "Operation Shangri-La," which was a mystery holiday until the planes landed, is presented herewith.

DISCONSOLATE Jane Daly of Earle Ludgin, Chicago, who missed PAA chartered planes, but went on regular flight, arriving ahead of specials.

AT 20-minute business session during 48 hours in Shangri-La, with group facing the Atlantic to hear WRS President Walter C. Evans (r), honor guest FFC Chairman Wayne Coy (l), Westinghouse Consultant Ed Kobak, and "thank you" response from Curt Peterson, Marschalk & Pratt, New York. Each guest was presented unique gold key souvenir, enscribed "Operation Shangri-La, 1950," and at Saturday evening reception at Government House, keys were presented to His Excellency and Lady Hood.

XUM

CIVIL DEFENSE

Radio-TV Role Crystallizes

COMMUNICATIONS' role in the nation's mobilization effort crystallized further last week on a number of fronts as Congress continued hearings on the Administration's $3.1 billion civil defense program.

Both the Senate and House Armed Services Committees were moving into the last stages of sessions held on President Truman's proposal to give his newly-setup Federal Civil Defense Administration legislative teeth.

There were indications that the two committees would report out a set of bills early this week, and a promise that the 81st Congress would approve legislation, with minor amendments, before it adjourns. An outlay of $32 million is sought for communications, the "nerve system of civil defense," to implement the program over a three-year period [BROADCASTING • TELECASTING, Dec. 11].

Other developments last week included:

● Completion of a test dealing with "radio silence."

● Revelation by the Administration that it plans "soon" to ask $83 million from Congress to sustain civil defense operations for the current fiscal year ending June 30, 1951.

● Issuance of a "check list" by the Federal Civil Defense Administration to guide cities on communications and other planning.

● Deferment by a House Appropriations subcommittee of a request for an additional $337,500 for the District of Columbia defense establishment.

Buy Radio Units

The $83 million outlay, when submitted by the President and approved by Congress, will clear the way for communications equipment for state and city defense organizations. Equipment will consist of mobile and portable units, fixed station equipment and transmitters, and air raid sirens. Contract negotiations for the material are being held up pending the Chief Executive's request.

Civil defense operations have been maintained up until now through a special $1.2 million allocation out of the President's emergency fund, it was revealed during hearings on the civil defense program.

The check list for city planning groups calls attention to the government's *United States Civil Defense*, a manual detailing government, state, city and local community participation in the nation's defense and blueprinting the "sentinel" role of radio and television in the event of an emergency [BROADCASTING • TELECASTING, Sept. 25].

The government asks city groups whether they have:

● Appointed a capable communications coordinator?

● Set up a volunteer committee to study communications problems and recruit experienced personnel?

● Fully organized for the Federal, State and local communications of warnings and alerts?

● Compiled a completed roster of amateur radio operators and their equipment?

● Made resource studies of communications equipment and facilities and alternate communications systems?

● Provided for their use in case of emergency?

● Provided for the use and control of both of the aforementioned communications, systems, facilities, etc.?

Other facets covered in the guide include provision for control centers, mobile support, transportation, air raid warning systems, etc.

D. C. Situation

The District of Columbia request for more funds was abandoned until the 82d Congress takes over. The District now operates on a $100,000 budget, and had sought additional outlays for radio equipment, uniforms and training pamphlets. Civil defense officials stressed that at present the District has no air raid warning system and is forced to rely largely on "existing radio facilities" to alert the populace.

Meanwhile the Council of State Governments disclosed in Chicago last Monday that all 48 states have created civil defense organizations which could operate tomorrow in the event of attack. Twenty-nine cities have mutual aid pacts, and 11 others are included in regional defense plans.

New York and New Jersey have joined their defenses for mutual aid and assistance (see separate story).

It also was disclosed last week the FCC and the Continental Air Command had completed its "dress rehearsal" tests relating to the problem of radio silence or "electronic emissions." Air raid warning systems would play a vital role, in connection with primary and secondary radio networks, in warning civilians of imminent attack. Technique of using subaudible or coded frequencies to warn local civil defense officials of impending raids is part of the emergency plan. No details were available on the test.

James J. Wadsworth, deputy administrator for the Civil Defense Administration, stressed the importance of the air raid warning system now being operated by the air command when he appeared fortnight ago before Congressional committees. He emphasized that "even a few minutes of advance warning, plus a well-organized and well-trained civil defense organization, would cut our casualties in an atomic raid by at least 50%.

The civil defense deputy told the Armed Services subcommittees, headed by Sen. Estes Kefauver (D-Tenn.) in the Senate and Rep. Carl Durham (D-N. C.) in the House, that the office plans to release two manuals this month, deal-

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EXPERIMENTAL model of new high-speed, long-distance facsimile system, developed by RCA Labs. in Princeton, N. J. has been installed at Oak Ridge National Laboratory to provide complete reference library to outlying research laboratories. Roger Olden, RCA research engineer, prepares the system for operation. New system provides reader-transmitter which will scan flat surfaced copy such as book pages, and enlarges small type material by any ratio up to 4 to 1. Ordinary telephone line transmits the signal which is reproduced by the recorder at a speed of 15 linear inches or 120 sq. lines per minute in black and white print.

EMERGENCY NETWORK

N.J. Sets Pattern

EMERGENCY radio network, designed to alert people of vulnerable New Jersey to an emergency, passed its first test last week and set a pattern for other states.

New Jersey's ability to cope with an emergency is vastly increased, Gov. Alfred E. Driscoll said as the hookup organized voluntarily by broadcasters performed smoothly in its initial functioning. The broadcasters have financed the facilities, which soon will be tied into a two-state network now being set up in New York.

Using FM transmitters, New Jersey stations that had been alerted without warning went promptly into action. Leonard Dreyfuss, State Defense Director, pointed out the stations are connected by FM rather than by wire lines which might be put out of service in an emergency.

Based on early reports of monitors, all residents of New Jersey with the exception of the Atlantic City area could have heard the Tuesday broadcast by Gov. Driscoll. Stations were alerted at 1:05 p.m. for a 2 p.m. broadcast. Regular programs, commercial and sustaining, were thrown off the air during the program in which Gov. Driscoll and Mr. Dreyfuss discussed the setup.

Speaking over the combined facilities of the 18 stations in the hookup, Gov. Driscoll said "one of the most important links in our civil defense communications system is established as a reality." He pointed out that the state is a critical target for attack, particularly the industrial areas and transportation arteries forming the gateway between New York and Pennsylvania.

"We can get a message to the people of New Jersey through this network in a matter of minutes," Mr. Dreyfuss said. "The stations to which you are tuned didn't know one hour ago that we would be broadcasting now; the whole operation is entirely unrehearsed.

24-Hour Readiness

"These radio stations are standing by 24 hours a day to join the network, should we need to use it. It's important for you listeners at home to make radio a part of your own plans for civil defense. Remember that the radio in your home is the fastest, most direct means of securing accurate information in case of any disaster. By means of broadcasts over this network we can tell you what, where, when, and how to help. Learn what to do when the air raid alarm sounds. Cooperate with your local and area civil defense organizations. Your safety will depend on it."

Concluding the program, Gov. Driscoll said:

"I would like to commend and congratulate New Jersey's independently-owned radio stations for their cooperation in banding together to make this network project an accomplished fact.

"And to our listeners, thank you for your attention. As we have said, the radio in your home is an important way for you to find out what is going on. During an alert and afterward, keep your set tuned in. If you have a spare set, or if your set is easily portable, take it into your basement or shelter if you must take cover. If your electric power fails and you are *not* in an area where you must take shelter, remember that automobile radios function too. In an emergency, tune your radio to the station to which you are now listening. As a member of the New Jersey Network, it will be operating to serve you."

James L. Howe, WCTC New Brunswick, advisor to the New Jersey network, said the first test broadcast had demonstrated the

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XUM

Blazes New Cattle Trail Via Airways

AMONG seasoned livestock men who know best, the commercial radio venture of the Livestock Market Institute of South St. Paul, Minn., launched three years ago as a brand new type of market reporting, rates as a distinct favorite.

Thousands of upper midwest farmers, thirsting for a vivid account of trade in the daily million-dollar market that reflects the "bread basket of the Great Northwest" and understandably unsatiated with government and other reports, have been tuning in the unique "Livestock Market Network."

* * *

LIVESTOCK Market Institute went all out in enrolling Disc Jockey Jim Boysen of WTCN Minneapolis-St. Paul in its honorary "Grand Order Of The Golden Bull." Occasion was Mr. Boysen's birthday. In addition to the usual hand-lettered certificate and stockyards cane, Mr. Boysen was presented with a live baby pig, held by Alice Kavanagh, WTCN record librarian.

The object of this interest is a program called *Farm and Home Topic Time*, aired Monday through Friday, 12:45-1 p.m., on a five-station network of local, "home town" stations, selected in preference to one large, blanket-coverage outlet.

The institute, comprising 74 firms doing business in South St. Paul, reports that its members—commission firms, which sell livestock on the market, and dealer firms and order buyers, who do the buying—have traced increased business and improved customer relations directly to the program. Since 1947 *Farm and Home Topic Time* has emerged with one of the largest noon-time rural audiences in the entire region.

Above all, it has given livestock men a different outlook on advertising and a new understanding of the power of radio at the rural level.

The institute provides one central source, covering the market completely every day and reporting the news at a convenient time for rural listeners. Commercial announcements as well as public service spots are included on the show.

The network program has more than paid for itself, and is continuing to expand its outlets. Of the institute's current $50,000 annual advertising budget, $23,000 is spent for radio time alone, not including cost of tape, line and other items. The $23,000 figure almost approximates the institute's total budget of earlier days.

The program commenced initially March 17, 1947 on a hookup comprising major network affiliates WTCN (ABC) Minneapolis-St. Paul, KWLM (ABC) Willmar, Minn., and KGLO (CBS) Mason City, Iowa. It was rebroadcast later in the day by KMHL (MBS) Marshall, Minn. Within a few months the institute added KMHL to its "live" network and the station has continued to carry the program regularly. KSUM Fairmont, Minn., was the next addition, being replaced in mid-1950 by KTOE (ABC) Mankato, Minn.

Program Expanded To Dakota Outlets

In recent expansions two western stations—KSDN Aberdeen, S. D. and KFYR Bismarck, N. D.—were added, each receiving special tape-recorded reports covering the trade at South St. Paul and also containing special information of interest to listeners in that region.

The network records the special programs each afternoon and airexpress them for use by the two western outlets the following morning, thus eliminating line charges but preserving the "on-the-spot" flavor of the South St. Paul market. Each receives a different program.

Additionally, the institute supplies 55 radio stations throughout the upper midwest with a special mimeographed weekend summary of the market, designed for broadcast on Saturdays. Many stations have successfully sold local advertisers on sponsoring the summary. More than 185 newspapers in six states receive the report.

Carlson, Pendergast Direct Broadcasts

The program is ably handled by Bob Carlson, director of the Livestock Market Institute, and Ed Pendergast, assistant director. They have operated the show from the institute's own studios, which overlook the sprawling stockyards, since the organization was founded on March 1, 1947.

Personnel of member stations—Jim Boysen at WTCN and Cliff Rian and Henry Hook, KGLO general manager, promote the program at the station level. Support also is given by three other "live" stations in the network—KWLM KMHL and KTOE—all owned by Harry Linder.

Working closely with Mr. Carlson, former Minneapolis newspaperman and U. S. Agriculture Dept. official in St. Paul, is Arnold M. Niemeyer & Assoc., St. Paul advertising agency, a young organization only a year older than the

* * *

IN ONE of its many special appearances, *Farm and Home Topic Time* goes to the Minnesota State Fair for a broadcast from the Livestock Pavilion. Minnesota Gov. Luther W. Youngdahl (center) is interviewed by Ed Pendergast (l) and Bob Carlson.

institute itself.

Mr. Niemeyer, an ex-Navy public relations man and former assistant promotion director of the *St. Paul Dispatch* and *Pioneer Press*, is contact official on the account. Copy and production are handled by Leo M. Fremont, whose background includes copy and promotion posts with radio stations in Minnesota, Iowa, Colorado, and MBS' Chicago offices.

The agency prepares all commercials for *Farm and Home Topic Time*, handles research for special transcribed broadcasts carried on days the market is closed, works closely with stations in directing a continuing promotion and publicity operation, and prepares a monthly calendar of events to which Messrs. Carlson and Pendergast refer for timely information.

The two energetic institute directors combine two major features in every program—a complete, accurate report on the day's trade and current trends at South St. Paul, which may take any of several forms and include a variety of subjects.

Latest market information is gathered each day in the stockyards by talking to commission men, dealer firm and order buyer representatives, and to shippers, giving a broad cross-section of trading. Trade wires and other contacts keep Messrs. Carlson and Pendergast abreast of trade all over the nation. Farm and market trends in every state, in meat centers, in big cities are continually watched and factually reported with accent on livestock prices. Thus listeners—all of whom depend upon livestock for a large portion of their income—are accurately apprised of developments.

Broadcasting from their own studios, Messrs. Carlson and Pendergast set a live, brisk and always down-to-earth pace, with program format geared to the entire family. They often play host to as many as a hundred visitors a day.

'Names Make Friends' Is Policy

The institute, strongly convinced that "names makes friends," adheres to a policy calling for mention of as many names of studio visitors as possible. Sales are always reported to include the name and home town of the visiting farmer and that of the trucker who hauled the livestock to market.

Local events and public service campaigns also are promoted and publicized on *Farm and Home Topic Time*. Farm and home safety is continually emphasized and the U. S. Treasury recently cited the program for its "outstanding volunteer service to community and nation in the promotion and sale of U. S. Savings Bonds."

The program takes to the road throughout the year, broadcasting direct from various events. As a result, it has won star billing in many localities. One example is the famous "Kaffe Fest" at Willmar, Minn., where the program has been featured for the past three years. Others include the Minnesota State Fair, North Iowa Fair and numerous county events. These appearances have done much to build the program's extensive following in small towns and rural areas.

To further cement the close bond of friendship with listeners, Christmas cards are sent each year to studio visitors. Messrs. Carlson and Pendergast, in turn, receive several hundred.

HEADLEY-REED Co. played host at a cocktail party for radio and TV timebuyers and executives Dec. 6 in its New York offices. The guests were veterans of the Jackson Hole, Wyo., trout-fishing trips held for the past two summers by WEEK Peoria and KRMG Tulsa. Present were (l to r): Front Row, John Sutphen, Tom O'Rourke, William Riple, WTRY Troy, N. Y.; Ray Simms, Edwin, Wasey; Fred Stoutland, Frank Silvernail, BBDO; Ted Kelly, McCann-Erickson; Bob Eastman, John Blair Co.; Don Quinn, Ruthrauff & Ryan; Frank Daniel, Lennen & Mitchell; Back Row, Frank Miller Jr., Sterling Beeson, Headley-Reed, New York; Tom McDermott, N. W. Ayer; Lou Faust, Biow Co.; Chet Slaybaugh, Morse International; Gordon Johnson, Charles Hochkiss, Dancer-Fitzgerald-Sample; Bob Jones, KRMG Tulsa; Walter Bowe, Benton & Bowles.

Groups 'Saluted' Each Friday

Each Friday is "salute day" on the program. Messrs. Carlson and Pendergast spend from five to seven minutes saluting the history, current agricultural and livestock production of each week's honor county. Pre-salute news releases are sent to every newspaper in the county, as well as to the county agent, civic and commerce associations, etc. The salutes involve considerable research and have done much to knit a closer relationship between the market, the institute and the farmers and feeders and their communities throughout the area.

From time to time special guests make their appearance on the program. These have included some of the country's best-known livestock and agricultural experts, as well as educators, 4-H youngsters, farmers, feeders, trucker and civic figures, including Secretary of Agriculture Charles A. Brannan and Minnesota's Governor Luther W. Youngdahl.

As a method of thanking program guests and to cite others who have contributed their time or effort to the institute, Messrs. Carlton and Pendergast devised a unique "Grand Order of the Golden Bull" award. The recipient receives an impressive, hand-lettered certificate, complete with embossed gold seal, ready for framing. The certificate reads:

"[Name] being duly qualified and disposed is hereby and forever enrolled in this distinguished order according to the ancient and honorable traditions which encompass complete microphonic fright and a known faculty for expressing statements of udder and absolute insignificance. Be it known to all men that the above-named shall hereinafter be termed radioactive for the Livestock Market Institute of South St. Paul, and with due dignity and respect be identified as ....., such title having been fittingly transcribed in the Great Book."

Each recipient receives some special title, such as "Sir Lambs Tongue," "Sir High Bidder," "Sir Goodfellow," etc., and his name and the date of presentation are recorded in what is called the "Great Book," kept in the institute's offices.

Promotion and publicity of *Farm and Home Topic Time* starts with the listener's first visit to the South St. Paul studios. On display are large placards with photos of program guests, personal appearances, etc. Each visitor receives a folder with a complete list of stations and their frequencies.

Informal Publicity Effective

Each of the institute members carries on informal publicity which is highly effective. Representatives of the commission and dealer firms and the order buyers spend much time "in the field" talking to farmers and feeders. They never miss the chance to tell about the program and to name the nearest station on which it can be heard.

Institute members also include special inserts in their mail, calling attention to the program. The institute directors recently transcribed a series of "personalized" announcements which three of the stations carry several times weekly. Other stations carry live announcements to promote the program.

The institute may expand still further in two directions—in the number of stations on the Livestock Market Network and with use of television. Ultimate entry into video will depend upon expansion of television reception in the rural areas, according to Mr. Fremont, copy and production director. A basic TV formula for coverage of the market news already has been devised, he told BROADCASTING • TELECASTING.

The feeling among institute members now, however, is that radio amply fills all needs in selling both the market and members' services.

In lieu of this fact, Messrs. Carlson and Pendergast probably will keep looking for methods and techuniques of making the program even more successful in the years ahead until TV materializes.

WGAR MILESTONE

Observes 20th Radio Year

STORY OF WGAR Cleveland's 20 years in radio was aired last Friday as a feature of the station's two-hour long anniversary program edition. First portion of the show, 8-9 p.m., called *20 Candles*, reviewed the history of WGAR from its inception.

A special message from General Manager Carl E. George concluded the first-hour recap of WGAR milestones. The second hour of the program pointed up local talent, *Memory Medley*, 10-10:30 p.m.; and a radio panorama of CBS personalities, *WJR Salute*, 10:30-11 p.m.

In addition to the special broadcasts on WGAR, established by G. A. Richards, chairman of the board, and also chief owner WJR Detroit and KMPC Los Angeles, a statement was issued by John F. Patt, president of the three Richards' outlets. Mr. Patt, who with Elmer Krause, secretary-treasurer, and Donald McCollister, transmitter supervisor, is an "original employe" of the station, lauded radio as "a major force in American life." He dedicated WGAR to continued and "greater service."

RADIO PARTS IMPASSE

RTMA Confers

MAKERS of the parts and tubes that go into radios, TV receivers and other electronics equipment approached an impasse last week as they faced shortages of the key metals that might partially close or completely shut down important segments of the industry.

Should they lose their raw materials, manufacturers would be forced to lay off countless thousands of employes. Most of these skilled and partly skilled workers would quickly get other jobs and the manufacturing industry would lose a heavy share of its productive capacity, according to officials of Radio-Television Mfrs. Assn. who conferred last week with National Production Authority.

Magnet and loud speaker manufacturers conferred last Thursday with NPA officials, who apprised them of the critical cobalt shortage and the prospect of an allocation plan by February.

Of major importance was the revelation by NPA that speaker and magnet manufacturers could expect no relief next year with respect to the supply of cobalt. Industry representatives were flatly told that civilian consumption for radio-TV speakers during January and subsequent months would return to the November level of 30%, or possibly 35%. December's non-defense usage was cut back to 50% [BROADCASTING • TELECASTING, Dec. 11], to ease the strain on industry.

The reason, NPA officials said, is that the overall demand for cobalt far exceeds the supply. To that end, the agency said it is studying an allocation plan based on the essentiality of end product uses.

Manufacturers, noting the essentiality of the radio-TV industry, already so labeled by the Commerce Dept. under which NPA operates, promised to plan their uses accordingly, though they hastened to point out that there are few acceptable substitutes for cobalt.

Military Needs Greater

NPA officials, in turn, emphasized that military or "DO" orders have commanded far more than was deemed necessary, and that the industry already has drawn on supplies during November-December originally tabbed for stockpile and military priority.

Industry representatives were told by Interior Dept. and other government representatives that there is little hope of increasing the cobalt supply before 1952.

The magnet manufacturers pointed out that they are now producing smaller magnets and taking other measures to conserve the material. Makers of loud-speakers felt they could convert some of their production to electro-magnetic types of speakers, which would require, not cobalt or nickel, but large quantities of scarce copper.

The manpower issue also arose as both industry groups pleaded for sufficient supply of cobalt that would enable them to maintain operation and thus retain skilled and partly skilled workers to meet the transition from non-defense to military production. NPA officials stressed that it would aid manufacturers in all conservation measures to enable them to carry on production and thus help retain their skilled personnel.

Aside from its uses for magnets contained in radio and television speakers, cobalt also is utilized in radar equipment, telephone receivers and magnetic separators.

RTMA's Electronic Parts Mobilization Committee conferred Tuesday with John G. Daley, director of the NPA Electronics Products Division, and Donald S. Parris, his chief deputy.

Ready To Make Cuts

Manufacturers are quite agreeable to necessary cuts in production of civilian electronics products, they told NPA. Many of them said they could stay in business on such a curtailed basis, but pointed out that curtailed production will cut into industry capacity when military orders start moving in quantity.

Heading RTMA's committee at the Tuesday conference were A. D. Plamondon Jr., Indiana Steel Products Co., and R. E. Laux, General Instrument Corp., co-chairmen.

One of the headaches facing parts makers, they indicated, was NPA's lack of staff and procedure. An appeal from an NPA order, despite its urgency and the threat of loss of plant capacity at a critical time, might require at least six weeks, NPA conceded.

Industry spokesmen suggested NPA endeavor to speed up the processing of company appeals from limitation orders covering use of raw materials. To accomplish this, they suggested, NPA could permit individual applicants to use the percentage of material sought in their appeals pending the delay in reaching a decision.

While Washington officials tried to solve the dilemma of holding the electronic industry's capacity together for the expected flood of military orders, manufacturers continued to turn out civilian receivers in large quantities. In the first December week 342,534 radios and 198,031 TV sets were produced, according to an RTMA estimate covering both member and non-member companies.

Bins were getting low, however, and in few cases were companies operating with 60- to 90-day availability of necessary materials. The time lag between materials and supplies and the production line itself was fast narrowing. This lag is the key element in keeping lines operating, with consequent efficiency and economy.

RTMA urged NPA to do everything possible to make available the raw materials used in electronic manufacture and ease restrictions on stockpiling where the national defense would not be impaired.

The RTMA committee urged member companies facing material shortages to expedite steps to conserve scarce metals and develop substitutes where this can be done.

Typical of the labor problem was the situation at one of the major plants where union rules require that layoffs be based on seniority. A company official said this breaks up production units and requires re-grouping and training before orderly production can be resumed.

Then, when the military orders come, the company indicated it will be difficult to move into high gear because laid-off employes will be in other jobs and the labor supply will be short.

Though manufacturers know that vast quantities of electronic orders are on paper, only trickles

(Continued on page 79)

Walker's Term

WAIVER of retirement for FCC Commissioner Paul A. Walker has been asked of President Truman by Chairman Wayne Coy. Comr. Walker will be 70 next Jan. 11. This is the retirement age for government officials. Comr. Walker was first nominated to the FCC July 11, 1934, as one of the original Commissioners, and renominated in 1940 and 1946. He has served as vice chairman for nearly a decade. His present term expires in 1953.

WJR HEARING

Continues in Detroit

LEO FITZPATRICK, chairman of the board of WGR Buffalo and former general manager of WJR Detroit, told an FCC examiner hearing news-slant charges against G. A. (Dick) Richards last week that he "never consciously put out anything on the air in violation of FCC rules" during his tenure at the Richards-owned Detroit station.

His testimony came as the second phase of FCC's hearing on Mr. Richard's news policies entered its second week in Detroit. The first phase—which lasted 88 days—dealt with news policies at Mr. Richards' KMPC Los Angeles.

A third phase, dealing with Mr. Richards' WGAR Cleveland, also is slated, but FCC now is considering a defense motion to decide the case on the basis of the KMPC record before going into the WJR and WGAR phases [BROADCASTING • TELECASTING, Dec. 11, Nov. 27].

What Defense Attorney Hugh Fulton estimated to be a parade of "over 150" witnesses for Mr. Richards also got under way last week. The list included Michigan Secretary of State Fred M. Alger Jr. and other political, civic, and business leaders.

Mr. Fitzpatrick, put on the stand as an FCC witness — though he characterized himself as an "extremely reluctant" one — emphasized that no ill feelings resulted from his leaving WJR and said his decision to leave was motivated by a "clashing of temperaments" rather than by any specific act.

He described the scene as follows:

Well, I was just called down to Mr. Richards' office and he just said, "Fitz, I don't think this can go much longer."

Then I said, "Well, I don't either." I said, "The best thing to do is for me to let you buy me out."

"Well," he said, "I think that is true," and he said, "Where do we go from here?" And I said, "We'll go down to the Recess Club and have a drink, which we did. There were no heated arguments and no angry discussions at all.

Letters Identified

Mr. Fitzpatrick identified a number of letters and memos from and to Mr. Richards, which FCC counsel felt bolstered their contention that Mr. Richards was prejudiced against certain racial and religious groups.

Mr. Fitzpatrick emphasized that as general manager of WJR he disregarded many of Mr. Richards' suggestions if they conflicted with his own understanding of FCC rules. He said, in part:

Mr. Examiner, I knew that I was dealing with a peculiar type of an individual who was very strong in any campaigns that he would enter into and full of dynamic energy, and of the many and numerous requests that I received, many of them were ignored.

In reply to some of his requests, naturally, I wrote him letters which might be called letters of appeasement or letters inferring that we were carrying out a lot of his suggestions which we actually didn't do. I was trying to keep a placidity, if possible, in the organization.

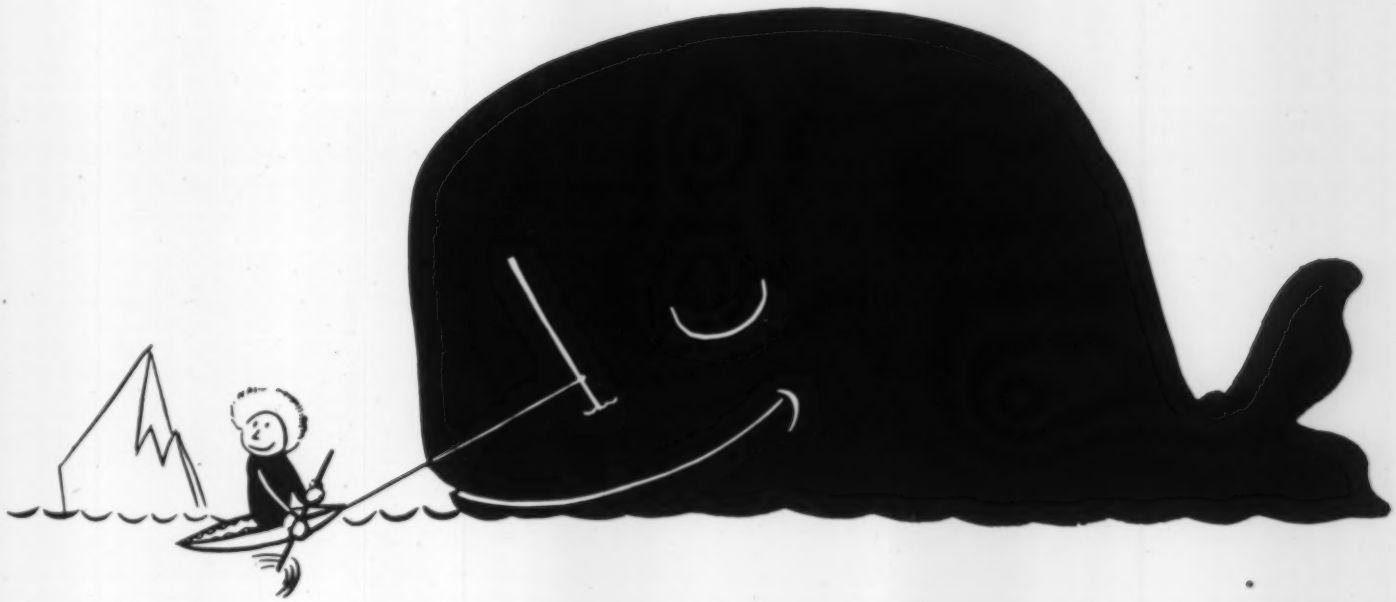
Does that explain my position?

Examiner Cunningham pressed for testimony on "particular types [of programs] which you would not report" to Mr. Richards. Mr. Fitzpatrick replied:

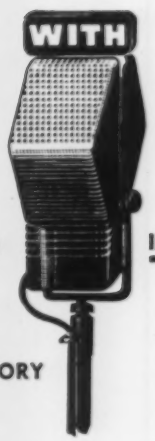
I [tried] to keep a complete and equal balance, knowing the rules of the FCC and having been schooled in them for 25 years. I felt that I knew what was in the public interest, convenience, and necessity, and when I had an equal balance of both sides of a controversial subject, I maintained that, despite Mr. Richards or anyone else, while I was in command of the situation.

However, he, being away in Cali-

(Continued on page 80)



You get a lot for a little*



*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

SCHOOL BROADCASTS

SEVEN radio and two television stations were cited by the School Broadcast Conference in its annual "Utilization of Radio Competition" at the awards luncheon Wednesday, the second of the three-day 14th annual conference in Chicago's Sherman Hotel.

The conference, by vote of the National Advisory Committee, also conferred its annual award of merit on Mrs. Elizabeth E. Marshall, assistant radio director for the Chicago public schools, state radio chairman for the Illinois Congress of Parents & Teachers, and an active member of the Assn. of Women Broadcasters and the Broadcast Conference. The presentation was made "for meritorous service to educational radio."

An estimated 1,200 persons from all parts of the country interested in educational broadcasting attended the conference Dec. 12-14 to hear panelists and individuals discuss the overall subject of radio and television as related to education.

Stations cited for their educational and public service broadcasting were:

WBBM (CBS) Chicago for *The Quiet Answer*, written and produced by Perry Wolff to report "the status of human relations in Chicago."

WLS Chicago, *WLS Schooltime*, aired daily, Monday through Friday, as a service to midwest elementary school classrooms.

WMAQ-AM-FM (NBC) Chicago, *Destination Freedom*, a public service show presenting in dramatic documentary form "contributions of the Negro to development of democratic traditions as part of the pageant of American history and the American way of life." Written by Richard Durham and produced by Homer Heck and John Keown.

'Zoo Parade' Listed

WNBQ (TV), NBC O & O station in Chicago, and R. Marlin Perkins, director of the Lincoln Park Zoo therefor *Zoo Parade*.

WOC-TV Davenport, Iowa, series of Education Week programs under the direction of Mary Louise Marshall, head of women's activities.

KCMO Kansas City, Mo., *A Report Card to You*, "interpreting the school curriculum and educational facilities to the community, to the end that the public may become better acquainted with their schools and eduactional problems."

WFRL and WFJS (FM) Freeport, Ill., special citation in recognition "of their joint leadership and cooperation in promoting the development of an extensive series of educational programs for in-school and home listening their community."

KLON (FM) Long Beach, Calif., owned and operated by Long Beach Public Schools, "for the brilliant accomplishment in its programming and utilization, achieved in its short span of two years on the air . . ."

A special citation also went to the *San Francisco Examiner*, for broadcast of *Schoolcast*, on KYA and KALW (FM), now aired for the 10th year.

The contrast between commercial and educational telecasting was drawn at the Wednesday awards luncheon by Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of TV, who outlined "How Television Accepts Your Challenge." Although the approach of NBC to TV is mainly as a networked advertising medium, TV is considered on a social basis also, Mr. Weaver said.

Difference Contrasted

He contrasted the difference between educational and commercial telecasting as that between a national weekly magazine and the special group magazine. Airing a show which reaches a small audience "affects our own basic interests adversely and those of the industry and the public as well. Better programming is available only if the operation is profitable."

The difference between beamed and mass programming is the same as that between handicraft work and mass production, Mr. Weaver said. "The marriage is not one which I would recommend, and we don't intend to go into it in any basic way on NBC." He allowed for "exceptions," however.

Video gets a "rock bottom vitality" from the spotting of shows so people know they are available, Mr. Weaver said. As in radio, elements of culture and education can be inserted in shows "of a more popular type," thus developing the special interest sought by educational broadcasters.

NBC, as a public service, slides operatic vignettes unobtrusively into the *Show of Shows*, rather than telecasting an entire opera. The general program policy is to divide into program categories the type of shows which all of the people like some of the time, he said. "We admit it's sugar coating and popularizing, but it's a basic theme in the mass media school, and I belong to that school."

He described television as a medium of reality, "not basically an art form." "It's not a story telling entertainment device, as are movies," he said.

"It is not our job to appeal to interests of special groups," he said. However, NBC has come up with its new "Operation Frontal Lobes," a scheme which by the end of 1951 is slated to have an hour of public service programming in Class A time each week, offering "the best" music, drama and "three-dimensional" reporting programs [BROADCASTING • TELECASTING, Dec. 11].

Mr. Weaver was introduced by George Jennings, conference director and director of radio and television for the Chicago public schools.

Thursday afternoon, in a panel

(Continued on page 79)

Nine Stations Cited

TAX INCREASES

Excess Profits Only Part, Experts Predict

A GREATER take for Uncle Sam of radio-TV profits loomed last week as more-taxes-to-come reports were bandied about in Washington circles.

The excess profits tax—or "super levy"—is to be only one part of a new and fatter tax program, it was emphasized in governmental quarters. Expected after Jan. 1 are proposals for an upping of rates on "normal" corporation and individual income. Mounting inflationary pressures coupled with increased demands on U. S. economy by the war buildup assured an administration call within a matter of weeks.

Under the tax law passed by Congress earlier this year, the regular corporate rate was hiked to 42% for 1950. It is reported that administration leadership will ask that the rate be raised as high as 50% in 1951.

Meanwhile, the Senate Finance Committee approached the last lap in its consideration of the House-passed excess profits levy. It is speculated that the committee may change the House profits tax version by boosting the earnings credit from 85 to 100%. This credit is obtained by averaging the three best profit years during 1946-49 inclusive.

According to Finance Chairman Walter F. George (D-Ga.), the House measure would mean that an "excess" 15% of so-called "normal" profits would be subject to the proposed 75% tax. However, should the Senators raise the credit base then it would probably also increase the normal corporation levy to the 50% level, thus beating the administration to the punch [BROADCASTING • TELECASTING, Nov. 27].

In any event, the mood in the Nation's Capital was for greater taxes for greater revenue. President Truman had asked Congress to raise some $4 billion. However, the House measure (HR 9827) is geared to a figure some $600 million short of the revenue mark.

Developing industries, such as television, have protested that the House bill would penalize them if their highest average earnings in the 1946-49 period are taken as a base without inclusion of the first six months of 1950 when the earnings were greatest and more "normal." The latter period also was pre-Korea and thus not applicable to the "intent" of the profits levy which, the industries say, is designed to skim off war-swollen profits.

WDSU-AM-FM-TV

Sold to New Group

SALE of WDSU-AM-FM-TV New Orleans for $1,185,000 to a new group including Edgar B. Stern Jr. and General Manager Robert D. Swezey has been reported in transfer papers filed with FCC for approval. Edgar B. Stern Sr., who with Edgar Jr. has been operator of the properties, is retiring from radio.

The Sterns, doing business as WDSU Broadcasting Service, are licensees of the stations. Edgar Sr., 90% owner, "no longer desires to actively engage in the business with the additional burdens placed upon him by reason of his son's absence and is thus willing to dispose of his interest," the Commission was told. Edgar Jr. is stationed in Washington on active Army duty.

WDSU, established in 1924, is assigned 5 kw fulltime on 1280 kc directional, as an ABC outlet. WDSU-FM is a Class B station while WDSU-TV, established in 1948, is assigned Channel 6 (82-88 mc) with effective radiated power of 31 kw.

Interest Given

Proposed assignee is WDSU Broadcasting Corp., a Delaware corporation, in which $1,000 worth of $10 par stock has been issued as follows: Edgar Jr., 67%; Mr. Swezey, 20%; A. Louis Reed, commercial manager, 10%, and Lester E. Kabacoff, executive assistant to the Sterns, 3%. An additional $100,000 worth of stock is to be issued in the same proportion, FCC was informed.

Consideration for the transfer is $1,185,000 as adjusted by addition to or diminution from the book value of assets of the licensee partnership between Sept. 30 and Dec. 31. Terms are $100,000 cash at time of transfer; assumption by assignee of all liabilities, but not to exceed $925,400; furnishing of five-year 2% note by assignee for balance. Edgar Sr. is providing funds needed by assignees to acquire their holdings, on five-year 2½% basis.

Balance sheet for WDSU Broadcasting Service as of Sept. 30 listed total assets, liabilities and capital of $1,185,344.67. Assets included goodwill entry of $519,168.28. Notes payable were given as $852,000, with total liabilities $925,401.73. Partners' capital was given as $500,000 with deficit of $240,057.26, leaving total capital of $259,942.74.

The Sterns acquired WDSU-AM-FM-TV in 1948 for $675,000 from Fred Weber (22.5%), H. G. Wall (37.5%) and E. A. Stephens (40%). Edgar Sr. in addition to WDSU has held extensive business interests in cotton, timber and other fields.

XUM

WOR's BUDDY ROGERS Heard weekdays on a station that attracts millions of listeners every day in 14 states, from Maine to North Carolina. Known to and loved by millions throughout the United States. This great personality is for sale at *very* low cost. Wire, write or call WOR program department, 1440 Broadway, New York City—LOngacre 4-8000.

XUM

CHRISTMAS

Promotion, Programming at High

A NEW high in Christmas conciousness on the part of radio-TV promotion and programming seems guaranteed for the 1950 holiday season.

In addition to plans by the networks for special Christmas programs, individual stations are marking the Christmas season with effective promotion ideas and local-interest shows with a Christmas slant. Among those reporting their promotion plans to BROADCASTING • TELECASTING are the following:

WOR-TV New York reports that all TV programs are giving complete support to the annual WOR Children's Christmas Fund which provides toys and clothing for all children in the 19 city hospitals maintaining children's wards. Layettes for all babies born during Christmas Week in these hospitals and in 49 voluntary hospitals maintaining maternity wards will also be distributed.

Associated Program Service, New York, announces a ready-made "program gimmick" for its subscribers—a disc carrying special Christmas greetings and general holiday good wishes from 15 of the firms' stars, including Evelyn Knight, Mindy Carson, Dick Jurgens, Kay Armen and others.

Sale of Christmas Seals is being given a boost by cowboy disc jockey "Pigfoot Pete" at WOKO Albany, N. Y. Listeners who buy seals from the local Tuberculosis Assn. through his "Jamboree" program are awarded gifts such as Christmas records, photographs of cowboy movie stars and comic books featuring Roy Rogers and Gene Autry.

WPIC-AM-FM Sharon, Pa., is holding a "Letters to Santa Claus" contest for adults in the area, instead of the youngsters. The best letters to Santa from a man and a woman over 21 will win FM radios. WPIC uses the letters on a weekly *Santa Claus, Senior Division* program and plans to announce the winners on Dec. 23.

In Philadelphia, WIBG held its annual Zella Drake Harper Christmas party for dependent children, with Mrs. Harper officiating on a half-hour broadcast. Children from several orphanages and settlements, more than 1,000 altogether, packed the State Theatre for several hours of Christmas fun. Each received gifts donated by listeners to Mrs. Harper's two daily shows.

FRAN ALLISON and Burr Tillstrom stop in front of a Dayton Co. (department store) window in Minneapolis to watch one of the animated displays of Mr. Tillstrom's characters set up by the store for Christmas promotion. "Kuklapolitan" troupe of NBC-TV's *Kukla, Fran & Ollie*, gave a personal appearance show at the store on Nov. 25.

* * *

Washington Activity

Washington, D. C., stations have set up collection booths for several causes around the capital's downtown business area, featuring music for Christmas shoppers and occasional live broadcasts marking the progress of different drives. WMAL has its well-stocked "Country Store" collecting thousands of cans of food for Washington's less fortunate citizens. WRC is operating a "Doll House" where generous Washingtonians can donate dolls and toys for needy children in the capital area. WOL's booth is collecting everything from hard cash to toys, food and clothing for the city's underprivileged children. WWDC is accepting cash contributions at its booth for the Blue Plains Old Peoples Home.

In Culpeper, Va., a Voice of America float was assembled for the city's annual Christmas parade on Dec. 8 by WCVA that city in cooperation with the State Dept. and MBS. Culpeper High School students helped with the float, theme of which was to encourage local youngsters and adults to write letters to Gabriel Heatter's "Voices of America." WCVA's broadcast of the event was recorded for re-broadcast by the Voice of America.

Personal Appearance

Dayton Co., Minneapolis department store, RCA Victor, and KSTP-TV Minneapolis-St. Paul sponsored a personal appearance at the store of NBC's famed *Kukla, Fran & Ollie* troupe who regularly appear on KSTP-TV via kinescope. After only one TV spot announcement of the appearance, all tickets for the four performances were gone. The personal appearance of the famous TV characters and their creator Burr Tillstrom on Nov. 25 started off the Dayton Co.'s Christmas promotion with a bang.

To tie in with the "in person" show, twelve large store windows on the street have been set up to tell about "Christmas with the Kuklapolitans." A different animated scene in each window features the puppets going about their activities on Christmas Day. An estimated 200,000 shoppers stop to watch the familiar TV gang every week, it is reported.

KDAL Duluth, Minn., held a pre-Christmas Santa Claus-comes-to-Duluth party at a local airport on Thanksgiving Day. Nearly 4,000 kids and parents were on hand to see the well-stuffed old gentleman's widely publicized arrival by private plane. Part of the promotion included a two-way radio conversation between Newscaster Bill Krueger and Santa the night before, with Santa agreeing to meet KDAL's plane "somewhere in Canada."

Harry J. Lazarus & Co., Chicago advertising agency, announced a successful pre-Christmas stunt developed for its client, Walkalon Mfg. Co., Chicago, maker of "Betsy Walker" life-size walking dolls. TV cameramen joined those from other news sources in recording a stirring parade by 12 of the 21-inch high dolls down Chicago's State St. Agency reported that over $1 million worth of publicity space had been captured in the nation's newspapers during the vital pre-Christmas shopping days.

WJR Detroit is providing entertainment for the annual Christmas party at Children's Hospital in that city. A two-hour program for the children, including visits to those confined in bed as well as those who can watch the show in the auditorium, is planned for Dec. 20.

Special Programs

On the special-programs front, in addition to the network schedules, the following stations informed BROADCASTING • TELECASTING of their plans:

WOR New York will broadcast the fourth consecutive annual *Joyful Hour*, transcribed program, on Christmas Day, 8-8:55 p.m., featuring more than a score of well known entertainment personalities in a musical and dramatic interpretation of the Biblical Christmas story. Cast includes Ann Blyth, Jeanne Crain, Ruth Hussey, MacDonald Carey and Pat O'Brien. Program will be aired on WOR in cooperation with the Family Rosary Assn.

Interviews of local boys and girls visiting "Santa's Workshop" are being held daily for 15 minutes on WENT Gloversville-Johnstown, N. Y. The workshop is located in the Johnstown YMCA building where scores of old toys, donated in a "Toys for Joys" campaign recently, are being repaired for less fortunate children.

Seasonal interviews with civic and religious leaders are carried by WTIC Hartford for its morning *Radio Bazaar* from Dec. 11 to Dec. 19. The history and traditions of the holiday season for all religions are emphasized in the interviews.

In Philadelphia, WIP is broadcasting programs of Christmas music, plays and stories daily until Dec. 25 when the station will carry King George's annual Christ-

(Continued on page 50)

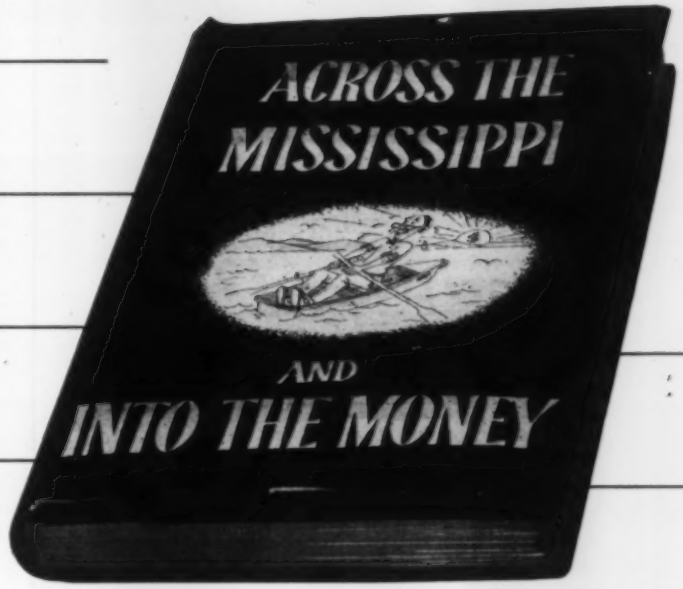
THE OLD SEA-HORSE SAYS:

No Other Medium "Offers So Much For So Little".
Now affiliated with Progressive Broadcasting System.
May We Hear From You?

WVMI BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES



This is my first and best and true and only station, thought William Quarton as he cast an appreciative eye along neat rows of high readership ratings. She is a little heavy with Godfrey, thought Bill, but she delivers an audience good.

A pair of Cadillacs honked at each other across the Cedar Rapids street, their radios set at 600. "A lovely market," mused Bill. He shuffled through program records, looking for an availability. His secretary came in, flushed with the burden of the morning mail.

"Shall I open this package which probably contains orders from our sales representative, the Katz Agency, first, which is merely exciting, or shall I shuck this ear of corn sent in by an admiring listener?"

"Let's open the package," said Bill. He reached for the string, slit it sharp and hard and clean with a pocket knife which read Souvenir of WMT, Cedar Rapids. "Iowa is a good place, Daughter, and we have a capital per capita, and half of the state's income is industrial and half comes from the fat of the land."

"I am going to give you my portable," the girl answered, "so that when you walk from the car to your office you can hear the Columbia Broadcasting System's exclusive outlet in Eastern Iowa. Tell me what the Katz Agency sent, but leave out the rough parts." She raised a window and the Iowa air, clean as your grandmother's bobby pin, floated in.

"They have sent us a new time stretcher. Thank G--! Now we can make room for all this other business."

5000 WATTS

WMT
CEDAR RAPIDS

Day & Night

600 KC

BASIC COLUMBIA NETWORK

XUM

NBC Rate Cut Plan

(Continued from page 23)

"special package" deals made lately, NBC told the station, added up to total prices far below card rates.

The pattern of the NBC rate reduction proposal was not unlike that of the bombshell report issued last summer by the radio and television group of the Assn. of National Advertisers, although in many localities NBC proposed less drastic reductions than the ANA demanded.

Overall, however, the NBC reductions averaged out not too far below the average reduction proposed by the ANA. According to competent sources, the average of the reductions in the 50 cities asked by NBC was between 11% and 12%. The average reduction sought by ANA in its list of 53 cities was 14.9%.

The maximum amount of reduction asked by NBC was 25%. ANA had demanded 25% or more (up to 55%) in 20 cities.

The formula applied by NBC to determine the percentage of decrease in radio rates used BMB statistics whereas the ANA used Hooper and Nielsen figures.

For each of the affected stations NBC estimated the number of television families that would exist in its area on Oct. 1, 1951. That figure was multiplied by the radio station's BMB percentage of total radio homes, a figure arrived at by dividing the total radio homes by the radio station's total evening BMB audience.

(Example: If the total radio homes in a station's area were 500,000, and the station's total evening BMB audience were 350,000, the station's BMB percentage of total radio homes would be 70%.

(Assuming NBC's estimate of television homes in the area on Oct. 1, 1951, was 50,000, that figure would be reduced by the 70% to 35,000. The theory of reducing total television homes by the BMB percentage is that some television sets must be presumed to have been installed in radio homes that did not listen to the radio station before getting television and hence those TV homes should not be counted as a loss to the radio station's audience.)

'Residual Listening'

The NBC formula further reduced the television impact figure by subtracting another 25% for "residual listening"—i.e., listening to radio in television homes. (In the case of the hypothetical station above, the 35,000 "TV families in the BMB audience" would be further reduced by 25% to 26,250, the "number of TV families used as a base" for computing radio rate reduction.")

To figure the percentage of radio rate reduction, NBC divided the station's total evening BMB radio audience into the "number of TV families used as a base." (In the hypothetical case, 350,000 divided into 26,250 to arrive at 7.5%. Assume the station's evening hour rate is $500, NBC would reduce it by 7.5% to $462.50.)

In many markets the NBC formula produced reduction percentages higher than 25%, but the network established an arbitrary limit of 25%, apparently on the theory that such an amount would be the most it could ask of stations and also that probably it was enough to satisfy advertisers.

NBC executives, most of whom were pressed into service in the campaign to sell the plan to affiliates, were understood to have told the stations that it was urgent that rates be reduced no later than Jan. 1. They reportedly pointed out that the season in which new business traditionally is signed is fall and winter and that winter was already here—without much new business having been brought into the shop.

The proposed rate adjustments would apply to the 6-11 p.m. period.

No adjustment in daytime rates was suggested—although in some quarters there has been talk that daytime radio, which as yet has not been appreciably affected by TV, could well be priced higher.

Cite Economic Trend

The opponents who argued that the time was not ripe for rate cuts pointed out that a reduction in radio prices would be completely contrary to present economic trends.

General price indices are still rising, they said. Furthermore, excess profits taxes seem certain and soon, but until tax legislation is passed it is impossible to forecast its effects.

Granting that radio has suffered loss of audience in television markets, the opponents to NBC's plan said that radio's competitive position with respect to other media was sound. Newspapers and magazines within the past year have raised rates sharply, without corresponding increases in circulation.

Further, they said, with the possibility of paper shortages, advertisers might well be forced in the future to use radio when unable to buy as much advertising space as they desire.

Another, and more telling, argument that some of the affiliates used was, that although the network business volume was off this year, their individual business was up. Some reported they are enjoying the best commercial years of their history because of the increased volume of local and spot advertising.

As long as they were selling more time than they ever had before, it was felt they would be difficult to persuade that this was the time to cut their prices.

It was obvious that many of them indeed had proved to be more obdurate than NBC originally had anticipated. In setting the meeting at which it hoped to re-cover the situation on Jan. 10, NBC had left itself time to muster all its resources of persuasion.

Throughout the tumultuous week, NBC executives refused to discuss any details of their proposal publicly. Plainly they believed at the outset that the process of soliciting station agreement would be so swift that the rate cut could be announced to the industry as an accomplished fact before news of the undertaking leaked out.

When secrecy obviously was lost, the network issued a terse announcement that it was asking stations located in "cities where television is available" to "participate in a reduction in nighttime radio network rates to be effective Jan. 1, 1951."

Last Thursday NBC issued another announcement even more terse than the first: "Owners and operators of radio stations affiliated with NBC in cities where television is available were invited today by NBC to attend a meeting in New York Jan. 10 to discuss nighttime radio rates in those markets."

Although no official amplification was available, it was learned that the NBC wire, a short one, invited the stations to the joint meeting because the network felt that in light of discussions NBC executives had had with stations earlier in the week, it was "desirable" to talk over the question more fully.

The exact number of stations to which NBC addressed its rate reduction proposal could not be learned. There was disagreement over the number even among the cautious officials of NBC, but the best guess was 50.

They were all cities that were included in the ANA report. Presumably three of the cities listed in the ANA report—which included a total of 53—were not found to justify a rate decrease under the NBC formula, although at the time this story went to press the identity of those cities could not be learned.

The ANA list of stations for which it demanded radio rate reductions follows:

WIRE Indianapolis, WSOC Charlotte, WSMB New Orleans, WOOD Grand Rapids, WSB Atlanta, WHO Des Moines, WHAM Rochester, WFAA Dallas-Fort Worth, WMC Memphis, WJAC Johnstown, WOAI San Antonio, KOMO Seattle, KNBC San Francisco, KVOO Tulsa, KYW Philadelphia, WSPD Toledo, WBRC Birmingham, KTAR Phoenix, WSM Nashville, WOC Davenport, KOB Albuquerque, WBZ Boston, KSFD San Diego, WJAX Jacksonville, KFI Los Angeles, WOW Omaha, WMAQ Chicago, KPRC Houston, WGY Schenectady, WMBG Richmond, WTAR Norfolk, WDEL Wilmington, WIOD Miami, WBEN Buffalo, KSD St. Louis, WSYR Syracuse, WDAF Kansas City, WBAL Baltimore, WRC Washington, WGAL Lancaster, WERC Erie, WINR Binghamton, WNBC New York, WWJ Detroit, WTAM Cleveland, KDKA Pittsburgh, KSTP Minneapolis-St. Paul, WLW Cincinnati, WTMJ Milwaukee, WAVE Louisville, WJAR Providence, WKY Oklahoma City, KDYL Salt Lake City.

NAMES MAYORAL

WRCM-WJMR V.P. Gen. Mgr.

SUPREME Broadcasting Co. Inc., New Orleans, announced last week that Dr. George A. Mayoral will assume the duties of vice president and general manager of the company's two New Orleans stations, WRCM(FM) and WJMR. Leon Sarpy was appointed secretary of the board of directors, and Henry J. (Duke) Thiele was named commercial manager.

Dr. Mayoral has been active in radio for many years, starting in

Mr. Mayoral

Mr. Sarpy

1934 with WSMB New Orleans, moving on to WLW Cincinnati, and from there to NBC in New York where he was active in the psychological warfare radio campaign before World War II. During the war, Dr. Mayoral was engaged in war production work for RCA and NBC as subcontractor for the U. S. Navy in the production of electronic equipment.

Mr. Sarpy is a prominent New Orleans attorney and civic leader, a stockholder in the Supreme Broadcasting Co. and president of the New Orleans Bar Assn. For many years he has been legal adviser to the company.

Mr. Thiele has been employed with WJMR since the station went on the air. His civic activities includes work with the American Legion, of which he is district vice-commander.

HOUSING CENSUS

1950 Data Being Processed

RESULTS of the 1950 U. S. Census of Housing are being processed and will be made available in published form as soon as they have been tabulated and assembled, according to Frank R. Wilson, information assistant to the Director of the Census.

Detailed figures will cover standard metropolitan areas, state economic areas, and other geographical regions. They cover dwelling units, facilities, general characteristics and all types of analytical reports.

In addition the bureau will have extensive figures on agriculture, ranging from livestock and acreage to equipment and facilities.

Broadcasters desiring the census data may obtain information on their nature and availability by writing Mr. Wilson at the Bureau of the Census, Washington 25, D. C.

Emergency Network

(Continued from page 27)

efficiency of the broadcasters' voluntary operation. The project was developed by the New Jersey Assn. of Broadcasters, without using any outside funds. None of the stations involved are large financial entities. Each carries its share of the cost burden as a public service.

In charge of the project are President Carl Mark, WTTM Trenton, of the state association, and network committeemen, Jerome McCarthy, WTOA Trenton; Roland Trenchard, WAAT Newark; Paul Alger, WSNJ Bridgeton. Plans for the network were submitted to the state Office of Civil Defense last July and accepted in October by Gov. Driscoll, Mr. Dreyfuss and the New Jersey Communications Commission.

The 18 AM and FM stations are fed through FM facilities of WTOA, WAAT and WSNJ.

Cooperating with the network are Lloyd Mannamon, president of the American Radio League; Capt. Jack Murnana, communications officer, New Jersey State Police; Paul Krause, responsible for the network's line communications, and Joe Keating, MBS assistant commercial supervisor, who is Mr. Howe's deputy.

Only the Governor and Civil Defense Director are authorized to alert the network. Alerts are transmitted to all stations by the state teletype hookup, operated jointly by state and local police. Each station is affiliated with a state or local police headquarters. Broadcasts originate from the office of the Civilian Defense Director in the first phase of operation. Equipment is installed in the State House Annex, Trenton.

Auxiliary Power

Each station has rules, and transcribed cue announcements cover every contingency. Stations are getting auxiliary generators, and half of the network members already have these power supplies installed.

Where possible stations are to be notified at least one hour in advance of an alert. During this period all relaying stations will monitor the originating unit continuously. Listeners will be advised of approaching broadcasts by means of cue announcements. After emergency programs, five minutes of transcribed music will precede a repeat. The second program is designed to bring all information to listeners tuning-in late.

Identical formats are followed by all stations during the alert period until an all-clear is given.

New York State officials watched the New Jersey test closely. Gen. Lucius D. Clay, New York State Civil Defense Director, has been in close touch with Michael R. Hanna, WHCU Ithaca, and Dave Driscoll, WOR New York, in development of a two-state network. Such a joint project would bring exchange of emergency information and quickly alert citizens of two key industrial and agricultural states.

In the New Jersey network, an announcement for listeners is broadcast every five minutes in the half-hour before activation. A station announcement is carried 45 seconds before the network goes into operation, with fill music while stations receive instructions. At 30 seconds, a standby announcement is carried, followed by beeps every five seconds. Then the network cue announcement is broadcast, bringing in the program from the Governor's office.

After the program the station gives an announcement, five minutes of music, and then the repeat program. A cue line dissolves the network and five seconds later normal programming is resumed. A cue announcement can keep the network on an alert basis.

DUE to spreading international war situation, WDRC Hartford has increased its morning news schedule including straight half-hour news show at 7 a.m.

POWER INCREASES

Farm Group Backs Clears

POWER INCREASES for clear channel station as means of improving their rural service were advocated by the American Farm Bureau Federation in a resolution adopted last Thursday at the annual meeting in Dallas.

Wtihout mentioning the new NARBA treaty, the Federation also went on record opposing any reduction in the number of clear channel stations or interference with the extension of their service —whether by "international treaty or otherwise."

The Clear Channel Broadcasting Service and the National Grange are already on record opposing the new NARBA on grounds that concessions to Cuba and other countries would impair clear-channel service in this country. They have declared plans to fight ratification of the treaty when it comes up for approval by the Senate.

The Farm Bureau Federation's resolution noted the increasing importance of news and information, and said many rural persons depend on clear-channel outlets for news, weather reports and agricultural information.

upcoming

Dec. 27-30: Mid Centuary Conference of the Speech Assn. of America, Hotels Commodore and Roosevelt, New York.

Jan. 19: NAB TV Convention, Hotel Stevens, Chicago.

Jan. 23: Academy of Television Arts and Sciences annual dinner, Ambassador Hotel, Los Angeles.

Jan. 26-27: South Carolina Broadcasters Assn., Columbia, S. C.

Jan. 31-Feb. 2: NAB Board Meeting, Bellevue-Biltmore Hotel, Bellaire, Fla.

Feb. 16-17: First Annual Regional Television Seminar, WAAM (TV) Baltimore.

April 11: Brand Names Day 1951, Hotel Commodore, New York.

April 15-19: NAB Convention, Hotel Stevens, Chicago.

April 20-21: Southwestern IRE Conference, Southern Methodist U., Dallas.

When rich Kansas soil starts to wash away, our farmers get busy. They use their most powerful machinery to *stop* the action. And while they're at it, they use this same machinery to *build* their soil for even greater productivity.

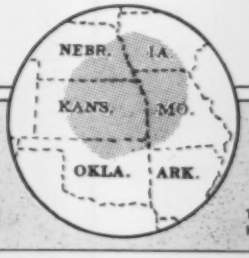
When sales of your product show signs of "washing away", use WIBW to *stop* the trend and to *build* future sales. You'll get fast, powerful action because WIBW is the top listening choice of the top spenders of Kansas—the prosperous *farm families.*

WIBW

Serving and Selling

"THE MAGIC CIRCLE"

Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



CBS

TOPEKA, KANSAS

Civil Defense

(Continued from page 27)

ing with fire effects of bombing attacks and health services. A third, designed to spell out previous communications recommendations for state and local defense directors, also is under preparation.

In addition, Mr. Wadsworth said, the office has sent out maps indicating critical target areas, mutual aid and mobile support systems for each state, have been sent to governors of states and territories.

He also disclosed a number of states which have appropriated amounts for civil defense purposes. They are New York ($600,000), California ($475,000), Massachusetts ($150,000), Connecticut ($75,000), Louisiana ($50,000), Minnesota ($50,000), Colorado ($20,000) and North Dakota ($10,000).

Pointing out that the potential scope of disaster is far greater than it was during World War II, Mr. Wadsworth said the present plan requires substantial financial outlays by state and local governments. Cost of local personnel and administration by states and committees would run about $200 million the next three years, he estimated.

Would Share Costs

The federal government proposes to share with states and communities the cost of procuring such heavy equipment as necessary for communications services—probably at a cost of about $100 million to each. The government also would provide regional stockpiles of critically needed materials.

Civil Defense communications planning is now directed by Robert Burton. The agency plans to expand personnel—200 by next June and a maximum of 3,000 by 1954—and move to larger quarters. Negotiations are underway to move the organization from the Rochambeau Bldg. to the Cafritz Bldg., 1625 "I" St., in Washington by next February.

Millard F. Caldwell Jr., newly-appointed administrator who still must be confirmed by the Senate when it approves civil defense legislation, is a former Congressman, having served in the House from 1933 to 1941, the latter term as head of the Appropriations Committee. He returned to law practice after his Congressional hitch, and served as Governor of Florida from 1945 to 1949. During 1946-47 he was chairman of the National Governors Conference and also president of the Council of State Governments.

GE'S WILSON

Accepts Production Post

CHARLES E. WILSON, president of General Electric Co., last Thursday agreed to serve as new chairman of a proposed government production allocation board, mapped out by President Truman as one of a new group of independent agencies slated to take shape as part of the government's mobilization streamlining program.

Mr. Wilson's appointment was disclosed as the President prepared to outline need for emergency controls over radio and television networks Friday, 10:30 p.m.

Mr. Wilson met Thursday with General Electric's board of directors and discussed his appointment. He reportedly was Mr. Truman's own choice for the post.

Absorb NPA

The new production board, which would allocate scarce materials between the military and non-defense uses, would absorb the nucleus of the National Production Authority, now functioning within the Dept. of Commerce, and related functions now apportioned among other government agencies.

Also blueprinted is an overall war mobilization organization, which would absorb or expand the role now assumed by National Security Resources Board, as well as a Defense Manpower Office, now within the Labor Dept., which supervises use of the nations manpower resources.

DEME PLAN

Submits Defense Program

A 10-POINT program for setting into motion wheels of civil defense communications operation has been offered to the Federal Civil Defense Administration by John Deme, president and general manager, WICH Norwich, Conn.

In a proposal submitted to Millard F. Caldwell Jr., newly-appointed Civil Defense Administrator, Mr. Deme called on the government to act with "lightning speed" in putting machinery into action for a sound civilian defense program.

"All of us have been waiting anxiously for the government to take cognizance of the gravity of the situation," Mr. Deme stated. ". . . If our people can be warned of an impending air attack (in advance) it will save thousands of lives . . . Communications will play an important part in the functions of civilian defense."

Battery Sets

Some of the suggestions advanced by Mr. Deme, including provision for interconnection of stations and for battery-operated radio sets in homes of civilians, are known to be under study by the National Security Resources Board, whose communications specialists have been gathering statistical data.

Mr. Deme, whose three-pronged plan comprises communications, hospital and water supply aspects, urged:

A. Radio Stations:

(a) All radio stations, both network and independent, to be interconnected for issuance of general orders from the civilian defense administrator. All daytime stations to be given blanket authority to operate fulltime should we be attacked. Also, in the event that land wires should be destroyed, all stations to be equipped with relay receivers for both AM and FM so that the central key stations could relay such programs.

(b) All stations to be equipped with independent electric power plants for 24 hour operation.

(c) All stations be required to install auxiliary antenna systems in the event the antenna is destroyed. (Large radio towers become an easy target.)

(d) All stations to maintain an armed guard under the direction of the civilian defense administrator.

(e) All radio transmitting plants to be fenced in, in accordance with the civilian defense administrator's specification.

(f) Each sizable city to have a secret radio station in the event that the only station in the area should be bombed out.

B. Radio Receivers:

(a) A radio receiver of simplified design that can be operated by batteries continuously (independent of electricity) for 30 days or more without replacement of batteries. This radio to be made available to all civilians at fractional cost, and the civilian defense administrator to make it mandatory for every family in the United States to be equipped with such a receiver.

WLOK threesome plot station coverage for alert. L to r: News Editor Lyle Lee, Station Manager J. Robert Kerns and Program Director Dick Roll.

MOCK ATTACK

WLOK Joins in CD Exercise

MOCK bomb attack for civil defense exercises was covered Nov. 19 in Allen County, Ohio, by WLOK Lima which carried remotes from key headquarters and other emergency locations. The simulated attack was given realism by planes which flew over the area as part of the exercise.

WLOK played its part by picking up remotes from the Civil Defense Headquarters, the Lima Ordnance Depot and from the "Queen Mary," the identification given a trailer equipped with its own power supply and shortwave radio. This trailer, furnished by the Lima T&T Co., was used as a communications headquarters in the simulated disaster area.

Long distance telephone tape-recordings effectively covered the civil defense activities in the 10 outlying towns of Allen County, the station reports.

Remote FM

NONCOMMERCIAL educational FM stations of 10 w power or less effective in January may be operated by remote control according to rules revisions made final by FCC last week [BROADCASTING • TELECASTING, Oct. 9]. Posting of operator's license and use of modulation monitor at authorized point of remote operation is required.

kglo
1300 KC, 5,000 Watts CBS
MASON CITY, IOWA

15th year of SERVICE to 69,740 rural-urban homes, with farm income $535,703,000; total retail sales $493,004,000. A Lee Station — represented by Weed & Company.

KLIX IS KLICKIN' KLIX IS KLICKIN
KLICKIN' KLIX IS KLICKIN KLIX I
IS KLICKIN' KLIX IS KLICKIN' KLI
KLIX
IS KLICKIN'
IS KLICKIN' KLIX IS KLICKIN' KLI
KLIX IS KLICKIN' KLIX IS KLICKIN
KLICKIN' KLIX IS KLICKIN' KLIX I
IS KLICKIN' KLIX IS KLICKIN' KLI
ASK HOLLINGBERY

FM STRENGTH

Highest in History—Sellers

THE FM industry has reached the strongest point in its history, according to an analysis by Edward L. Sellers, NAB FM Dept. director. As of Dec. 1 there were 519 licensed FM stations out of 677 on the air, a new record, he said.

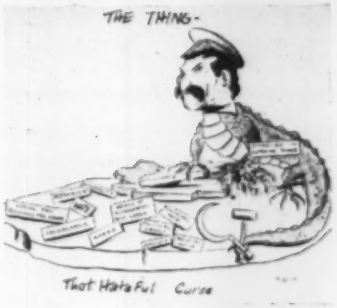
Continued growth of FM hinges on two points, according to Mr. Sellers. He listed them as the number of FM stations on the air which adequately serve the public and the number of FM receivers used by the public.

Many FM stations do not give adequate service and coverage, since they operate on CPs designed to help FM get started by rendering a token service, he said. These "trial run" operations do not adequately cover all of the principal cities proposed to be served nor do they properly reach adjacent rural areas, he explained.

FM's Growth

Growth of FM broadcasting can most accurately be judged from fully-licensed FM stations, according to Mr. Sellers. Of the 319 FM stations that went off the air between Jan. 1, 1949, and Dec. 1, 1950, only 66, or fewer than 22%, were fully licensed. He noted an upswing in the number of stations that have become fully licensed. The 519 licensed FM stations comprise 77.8% of those operating, highest in FM's history.

"These facts alone amply discredit the rumors and unfounded statements that the deletions suffered by FM during the ensuing year have drastically cut FM's chances of survival," Mr. Sellers stated. [See BROADCASTING • TELECASTING, Oct. 9 for economic analysis of FM industry.]



Artist's conception of Mr. Grady's "The Thing." →

TREYNOR TO NAB

As Assistant to Hardesty

WILLIAM K. TREYNOR, account executive at WTOP-TV Washington, has been appointed assistant station relations director of NAB, serving under John F. Hardesty, director. He will assume the new post Dec. 26. The station relations department was set up last summer under NAB board directive.

Mr. Treynor entered radio in 1939 at WOL Washington, serving until 1942 when he enlisted in the Marine Corps. During the war he was a combat pilot with a night fighter unit and saw action in the Marshall Islands, Saipan, Guam and Okinawa. He was awarded the Distinguished Flying Cross, Navy Citation, Presidential Citation and three battle stars. After the war he rejoined WOL as assistant sales manager, joining WOIC (TV) in 1948 as director of sales service and research. A year later he became account executive and remained with the station when it was sold to WTOP.

RCA Victor Division has inducted 106 employes who have served quarter-century with firm into RCA Victor 25-Year Club.

'THE THING'

Cole-WBT Theme Scores

AS MORE than a promotion stunt, Grady Cole of WBT Charlotte, N. C., program fame, launched a venture dealing with the "hateful curse" which clouds international relations. It scored an immediate local success, according to Charles H. Crutchfield, WBT vice president and general manager.

Theme stressed by Mr. Cole was his search for "The Thing." Items carried in the *Charlotte News* during the campaign included teaser features such as Mr. Cole's fishing a box out of the river (opened by Mr. Cole to find what only he could identify as "The Thing") and a face to face encounter with Jack O'Brien, bearded wrestler appearing locally and who indignantly denied that he was that "Thing." Coincident with the search, Mr. Cole conducted a contest over WBT, inviting listeners to send in guesses as to "The Thing's" identify. Prizes were trips to any city served by Southern Airways.

Winners were named Dec. 2 and "The Thing," as visualized by a *News* cartoonist, was printed in the newspaper. As identified by Mr. Cole "that hateful curse" can be conceived as "hatred at its most insidious worst." Artist's conception of "The Thing," which is pictured above, may be picked up by an editorial cartoon syndicate, it was reported by WBT management.

FREEDOM VOICES

Truman Gets NBC Recording

RECORDING of "Voices of Freedom," a compilation of the actual voices of leading Americans during the past 50 years, was presented to President Truman Dec. 4 by William R. McAndrew, general manager of WRC-AM-FM and WNBW (TV) Washington, and president of the Radio Correspondents Assn.

The recording, which was played for the first time Dec. 4 over NBC at 11:30 p.m., includes statements by such personalities as Thomas A. Edison, Will Rogers, Franklin D. Roosevelt and Mr. Truman himself. Compilation was prepared by Robert McCormick, NBC Washington news commentator, and Sol Panitz, who accompanied Mr. McAndrew to the White House for the presentation.

BAB Presentation

BROADCAST Advertising Bureau has compiled a complete report on the men's wear industry, for use by its radio and TV member stations in promoting new advertising business. Survey, titled "Big Business With a Bigger Potential," also includes a radio-TV presentation for the retail stores, with program ideas, the "Do's and Dont's" of advertising and analysis of time and production costs.

In respectful memory of our beloved president,

Robert Stall Conlan

who passed away December 12, 1950

ROBERT S. CONLAN ASSOCIATES

KDAL Forced Us to Move

Says Louis A. McGregor
McGregor & Soderstrom—

KDAL was a major force in making us move. Twelve years ago we started our schedule of announcements on KDAL, two weeks before we opened our store. We've been on KDAL daily since.

McGregor & Soderstrom grew with KDAL. However, it was when you went to 5,000 watts that our growth necessitated moving to larger quarters. Our ever-growing out of city business and mentions from out of town customers told us about your increased coverage long before BMB reported it.

Now in our beautiful new store, McGregor & Soderstrom—KDAL's oldest continuous advertiser—is sure it will continue to grow along with you.

More for Your Money . . . on KDAL
DULUTH-SUPERIOR
5000 WATTS
ON 610

WIS. GIVEAWAYS

WBA Studies Legal Brief

LEGAL BRIEF on giveaway shows prepared by Don Petty, counsel for NAB, and Edwin Wilkie, attorney for the Wisconsin Broadcasters Assn., was presented to WBA members for the first time Dec. 10 at a special meeting at the Plankinton Hotel, Milwaukee. The brief includes the attorneys' interpretations of Wisconsin's anti-lottery laws as applied to radio and television giveaway programs.

President Ben Laird, general manager of WDUZ Green Bay, said the association will consider the facts in each case that "may arise" before deciding whether the association should "participate in the action, financially or otherwise." Members authorized the executive committee to "do all things necessary to protect member stations during this crucial period."

The entire question of giveaways broadcast in the state was discussed, including the recent opinion of Attorney General Thomas Fairchild, who cited specific shows as "lotteries" in violation of state laws.

WNYC New York, municipally-owned station, was commended for its "outstanding public service" during recent storm, in resolution passed by New York City Board of Estimate.

1893 Clarence B. Goshorn 1950

CLARENCE B. GOSHORN, 57, chairman of the board of directors of Benton & Bowles, New York, and one of the leading figures in his profession, drowned Dec. 10, at Bimini Island, the Bahamas, while on a yachting trip with Mrs. Goshorn and friends. He had been attending the National Coffee Assn. Convention in Boca Raton, Fla.

Mr. Goshorn was born in Saugatuck, Mich., and educated in schools in that state. He was graduated from the U. of Michigan in 1915, where he had prepared himself for a teaching career, and where for two years he taught history and rhetoric.

During World War I Mr. Goshorn served in the Army as a second lieutenant and instructor at various officer training schools in the United States.

After his discharge in 1918 he joined the staff of Curtis Publishing Co. in Philadelphia, remaining for 12 years as manager of the subscription agency division.

In 1929 Mr. Goshorn entered the advertising field with Erwin, Wasey Inc., where he was an account executive and plans organizer. When Arthur Kudner, then president of Erwin, Wasey, left to set up his own agency, Mr. Goshorn joined Kudner as account executive and supervisor.

Mr. GOSHORN

In 1937 Mr. Goshorn joined Benton & Bowles as vice president and account executive. In 1942 he became president of the agency and in 1950 he was elected chairman of the board of directors.

In 1949 he was elected chairman of the American Assn. of Advertising Agencies, one of the top honors in advertising. At his death he was serving as chairman of the advisory committee of the organization. He was also a member of the Advertising Advisory Committee to the Secretary of Commerce.

Henry M. Shaw

FUNERAL services were held last Wednesday for Henry M. Shaw, 80, inventor of a radio vacuum tube base and founder of Shaw Insulator Co., Irvington, N. J. He died at his home in St. Petersburg, Fla., Dec. 10. Mr. Shaw, who had retired in 1940, was noted in the field of radio engineering, having designed one of the country's first radio stations. In 1921 he was commissioned by the Chinese Republic to design and build a practical field radio receiver and transmitter, and a year later founded his own company. Mr. Shaw is survived by his widow, Marian; a son and daughter; one sister, and five brothers.

Wilbur Small

FUNERAL SERVICES for Wilbur Small, 40, station relations representative for the Western Division, Progressive Broadcasting System, who died Dec. 9 following a heart attack in San Jose, Calif., were held Dec. 12 from Kiefer & Eyerick Mortuary, Glendale, Calif. Interment was at Forest Lawn, Glendale. He is survived by his widow, Doris. Prior to joining the new network Mr. Small had been with KWIK Burbank, Calif.

Strictly Business

(Continued from page 18)

had acquired about 25 stations by 1940. The firm now represents 15 TV stations and 36 AM outlets. Mr. Gunst, head of the Chicago office since 1940, had seen the staff expand from 5 to 12 men, and the entire force from 8 to 23. The first TV specialist was hired in January 1949, and since then two video salesmen have been added. Early this year, the operation was divided into three departments, one for each medium sold—radio, TV and newspapers.

Mr. Gunst coordinates work of all three units and supervises activity in each. Pointing out that television did not "come into its own" in Chicago until the past year, Mr. Gunst said the difference between the growth of radio and TV is "merely one of degree." Traffic in spot buying of video is "at a very fast pace," compared with business a year ago. Despite TV's popularity, however, AM spot has not suffered. "The Chicago office was never more active AM spot-wise than this fall," he said. Mr. Gunst is preparing for "the momentum in the direction of greater growth in TV" when more markets open, and has requisitioned more office space which will be occupied by spring.

The Katz executive spends most of his time in Chicago, where he and his wife (the former Irma Bloch of New York) live at the Ambassador West Hotel. They visit Charlevoix, Mich., during the summer, and occasionally get to Texas, which he considers his home although he was born in Portland, Ore., and lived during his childhood in San Francisco. He attended the U. of Texas, where he took "advanced courses in tennis and sports."

Thompson to Justice

CHARLES E. THOMPSON, of the Washington radio law firm of Baker & Thompson, has joined the Dept. of Justice, assigned to the Legislation and Rules Division. His former partner, Philip M. Baker, will continue to maintain offices at 1411 Pennsylvania Ave., N.W.

LUCKY STRIKE knows that KFYR means fine tobacco (sales). A continuous advertiser on KFYR for 19 years, LUCKY STRIKE also knows that their advertising dollar goes further on KFYR. Ask any John Blair man for the complete story.

KFYR

550 K. C. • N.B.C. AFFILIATE • 5000 WATTS

BISMARCK, N. DAK.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

$575,744,000 in Retail Sales*

Advertisers pick WDRC, the Test Station in Hartford, the country's No. 1 Test City. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4 Conn.

*Sales Management's Figure for Hartford Metropolitan Area

CBS

NARFD REPORTS

Associate Memberships Urged

PROPOSAL that the National Assn. of Radio Farm Directors establish associate memberships for those persons not eligible for regular application but who work in fields closely related to farm broadcasting has been recommended by the NARFD 1950 Awards Committee for adoption by the association next year.

At the same time the committee urged provision for (1) honorary memberships in NARFD and (2) establishment of special awards to RFDs "for outstanding contributions to agriculture and to the development and prestige of farm radio broadcasting."

These and other suggestions were set forth in annual reports submitted by the awards and a number of other NARFD groups whose present memberships expire in January. NARFD held its annual two-day convention in Chicago last month [BROADCASTING • TELECASTING, Dec. 4]. NARFD President-elect Phil Alampi, WJZ New York, will appoint new committees next month.

Persons nominated for associate memberships would be carefully considered by both the Awards and the Executive Committees before any action is taken, under the former group's proposal.

A maximum of two honorary memberships would be granted to a "small and select group" each year, with candidates to be reviewed initially by the Awards Committee. Special awards would be given for such activities as foreign and domestic tours, farm safety promotion, community improvement programs, soil conservation and other activities. Chairman of the 1950 committee was Lowell Watts, KLZ Denver.

NARFD's 1950 Television Committee, acting on the premise that many RFDs will be confronted in the future with TV problems, also submitted an annual report (see story page 66).

AUTO RADIOS

Alabama Cities Show 60%

MORE than 60% of the cars in three Alabama cities — Birmingham, Montgomery, and Tuscaloosa —are equipped with radios, according to a survey conducted by Dr. Kenneth Harwood of the U. of Alabama's radio department.

Of those cars with radios in working order, 42.7% were tuned in during 3 and 4 p.m. on Saturday afternoon. Of those tuned in, 69% identified a particular program and 60% identified a particular station.

Interviews for the survey were made while automobiles halted for traffic signals. A total of 1,088 cars were checked. An average of 2.1 persons occupied each car. Dr. Harwood said the results compared favorably with the New York metropolitan area, where 22.9% of the cars are reportedly radio-equipped.

1896 Robert S. Conlan 1950

ROBERT S. CONLAN, 54, president of Robert S. Conlan & Assoc. Inc., Kansas City, Mo., and pioneer in the field of radio-TV audience research, died last Tuesday at his desk in the company offices. A coronary occlusion was the cause of death.

Mr. Conlan founded the research firm in 1938, operating it as sole owner until 1944 when he was joined by John L. Guyant, vice president of the company. In 1945 the organization incorporated and steadily increased its national standing.

Not active in the firm's business for the past year and a half, Mr. Conlan had restricted his duties to an advisory capacity since he suffered a heart attack in 1949.

Mr. Conlan is survived by his widow; his parents, Mr. and Mrs. David Conlan; a daughter, Mrs. Frank Melton; a sister, Miss Mary Conlan, and a brother, David Conlan. Vice President Guyant announced that no changes were contemplated in the firm's business or personnel policies.

ADVISORY UNITS

Congressmen Ask NSRB Data

A CONGRESSIONAL subcommittee has called on the National Security Resources Board to furnish a list of business advisory committees serving key government agencies with a view to their "impact upon the concentration of economic power during the limited mobilization period."

The request was made by Emanuel Celler (D-N. Y.), chairman of the House Judiciary Monopoly Power subcommittee, in a letter to NSRB Chairman W. Stuart Symington seeking membership lists and affiliations of each member. Involved are advisory groups serving NSRB, Munitions Board, National Production Authority, and the Dept. of Commerce.

Names of members of the Broadcasters Advisory Council, the Joint Electronics Industry Advisory Committee, the Communications Industry Advisory Committee and probably the Signal Corps Advisory Council are among those Mr. Symington is expected to submit.

NEW ORLEANS MARKET PICTURE

	SHARE OF AUDIENCE 8 a. m. to 12 noon	12 noon to 6 p. m.	Open ¼ Hr. Daytime Rates	Power Watts
WNOE	**21.1**	**23.7**	**50.00**	**50,000**
STATION A	20.8	15.7	84.00	50,000
STATION B	20.2	11.1	36.00	5,000
STATION C	12.4	16.2	36.00	5,000

WNOE Leads in New Orleans Morning and Afternoon — latest Conlan Survey —

Buy WNOE Now!

1 Minute Spots On 50,000 Watts WNOE
Only $13.00 Each (360 Time Rate)
For 5 State Coverage, Daily Mail Tells The Tale.
1060 On The Dial — Maximum Power — 50,000 Watts
Greatest Coverge, Lowest Cost
24 Hour Daily Operation — 5,000 Night

360 N. Michigan Ave., Chicago Franklin 2-7979 — NATIONAL RA-TEL REPRESENTATIVES — 420 Lexington Ave., N. Y. C. Murray Hill 4-2549

WNOE—THE JAMES A. NOE STATION—MBS

Advertising's

Here are America's leading advertising agencies...the sales-conscious agencies who have placed spot radio and spot television schedules this year on the nation's major stations represented by NBC SPOT SALES

AM	TV	
	✓	*Agency Service Corporation*
✓		*Aitkin-Kynett Company*
✓	✓	*Alley & Richards*
✓	✓	*Allied Advertising Agency, Inc.*
✓		*Anderson, Davis & Platte*
✓		*Associated Advertising Agency*
✓	✓	*Atchinson, R. B., Advertising*
✓	✓	*Atherton & Currier, Inc.*
	✓	*Atherton Advertising Agency*
	✓	*AWL, Inc.*
✓	✓	*Ayer, N. W., & Son, Inc.*
✓	✓	*Badger, Browning & Hersey, Inc.*
	✓	*Baker, Jim, Associates*
✓		*Baker, Lynn, Inc.*
✓	✓	*Baldwin, Bowers & Strachan, Inc.*
	✓	*Barlow Advertising Agency*
	✓	*Barnes-Chase Company*
✓	✓	*Bates, Ted, & Company*
✓	✓	*Batten, Barton, Durstine & Osborn, Inc.*
	✓	*Bauer, Adrian, Advertising Agency*
	✓	*Bauerle, T. R., Advertising Agency*
✓	✓	*Beaumont & Hohman, Inc.*
	✓	*Bennett, Walther & Menadier, Inc.*
✓		*Bennett, Victor A., & Company*
✓	✓	*Benton & Bowles, Inc.*
✓		*Berger, Alfred Paul, Company*
✓	✓	*Bermingham, Castleman & Pierce*
✓	✓	*Biow Company*
	✓	*Bothwell, W. Earl, Inc.*
	✓	*Botsford, Constantine & Gardner*
✓	✓	*Brisacher, Wheeler & Staff, Inc.*
✓	✓	*Brooke, Smith, French & Dorrance, Inc.*
✓		*Brooks Advertising Agency*
✓	✓	*Brother, D. P., & Company, Inc.*
	✓	*Browne, Burton, Advertising*
	✓	*Bruck, Franklin, Advertising Corporation*
✓	✓	*Buchanan & Company, Inc.*
✓		*Buchanan-Thomas Advertising Company*
✓		*Buchen Company*
	✓	*Burnett, Leo, & Company, Inc.*
	✓	*Byer & Bowman Advertising Agency*
✓	✓	*Calkins & Holden, Carlock, McClinton & Smith, Inc.*
✓	✓	*Campbell-Ewald, Inc.*
✓	✓	*Campbell-Mithun, Inc.*
✓		*Canaday, Ewell & Thurber*
✓	✓	*Caples Company*
	✓	*Casler, Hempstead & Hanford, Inc.*
	✓	*Cayton, Inc.*
✓	✓	*Cecil & Presbrey, Inc.*
✓	✓	*Chambers & Wiswell, Inc.*
	✓	*Chesley & Clifford*
	✓	*Christiansen Advertising Agency*
✓		*Clark & Rickerd, Inc.*
✓	✓	*Clements Company, Inc.*
✓	✓	*Cohen, Harry B., Advertising Company, Inc.*
✓	✓	*Compton Advertising, Inc.*
	✓	*Comstock, Duffes & Company*
✓		*Cowan & Dengler, Inc.*
✓	✓	*Cramer-Krasselt Company*
✓		*Crook Advertising Agency*
✓	✓	*Croot, Samuel, Company, Inc.*
	✓	*Crossley, J. T.*
✓	✓	*Cunningham & Walsh, Inc.*
✓	✓	*Dancer-Fitzgerald & Sample, Inc.*
✓	✓	*D'Arcy Advertising Company, Inc.*
✓		*De Munn & McGuiness, Inc.*
✓		*Doherty, Clifford & Schenfield, Inc.*
✓	✓	*Donahue & Coe, Inc.*
	✓	*Doner, W. B., & Company*
✓	✓	*Dowd, Redfield & Johnstone, Inc.*
	✓	*Doyle, Dane, Bernbach, Inc.*
✓	✓	*Duane Jones Company, Inc.*
	✓	*Durstine, Roy S., Inc.*
	✓	*Egar, Margaret*
	✓	*Elby, Adam F., & Associates*
✓	✓	*Ellington & Company, Inc.*
✓	✓	*Erwin, Wasey & Co., Inc.*
✓	✓	*Esty, William, Company, Inc.*
✓		*Fairfax, H. W., Advertising Agency, Inc.*
✓	✓	*Federal Advertising Agency*
	✓	*Feigenbaum, Harry, Advertising Agency*
	✓	*Fellows Advertising Agency*
	✓	*Felt, Geo. G., & Co.*
✓		*Fitzgerald Advertising Agency*
✓	✓	*Foote, Cone & Belding*
	✓	*Foster & Davies, Inc.*
	✓	*Frankel, Jones Company*
	✓	*Frankenstein, Edwin L.*
✓	✓	*French & Preston, Inc.*
✓		*Frost, Harry M., Company*
	✓	*Fuller & Smith & Ross, Inc.*
✓	✓	*Gardner Advertising Company*
✓		*Garfield, Sidney, & Associates*
✓		*Gelles Advertising Agency, Inc.*
✓	✓	*Geyer, Newell & Ganger, Inc.*
✓		*Gilman, Louis P.*
	✓	*Gregory & House, Inc.*
✓	✓	*Glasser-Gailey, Inc.*
✓		*Gleason Advertising Agency*
	✓	*Global Advertising Agency*
	✓	*Goodkind, Joice & Morgan, Inc.*
	✓	*Gordon, Phil, Agency, Inc.*
✓		*Gotham Advertising Co., Inc.*
✓	✓	*Grant Advertising, Inc.*
	✓	*Grant, Will, Advertising Agency*
✓		*Gray & Rogers, Inc.*
	✓	*Greenthal, Monroe, Company, Inc.*
	✓	*Grey Advertising Agency, Inc.*
	✓	*Grider, H., Advertising, Inc.*
✓	✓	*Guild, Bascom & Bonfigli*
✓		*Gumbinner, Lawrence C., Advertising Agency*
✓		*Hackett, H. M., Company, Inc.*
	✓	*Hamilton Advertising Agency, Inc.*
✓	✓	*Hartman, George H., Company*
✓		*Harrington-Richards, Inc.*
✓		*Harris, R. T., Advertising*
	✓	*Heintz & Company*
✓	✓	*Henri, Hurst & McDonald, Inc.*
	✓	*Hewitt, Ogilvy, Benson & Mathers, Inc.*
✓		*Hickerson, J. M.*
✓		*Hicks, Lawrence Boles, Inc.*
	✓	*Hill, W. S., Company*
	✓	*Hillman, David S., Inc.*
✓		*Hilton, Peter, Inc.*
✓		*Hilton & Riggio, Inc.*
✓		*Hirshon-Garfield Inc.*
	✓	*Honig-Cooper Company*
✓	✓	*Howard, E. J., Company*
✓	✓	*Hoyt, Charles W., Company*
✓	✓	*Huber, Hoge & Sons*
✓	✓	*Humphrey, H. B.*
	✓	*Hutchins Advertising Company, Inc.*
	✓	*Ideas Advertising*
✓	✓	*Ivey, Neal D., Company*
✓		*Ingalls-Miniter Company*
	✓	*Jackson & Company*
✓		*Jarman & Skaggs*
✓		*Jewell, Ralph, Advertising*
✓	✓	*Jones, Ralph H., Company*
✓	✓	*Jordan Company*
	✓	*Kahn, Robert, & Associates*
✓	✓	*Kastor, H. W., & Sons*
✓		*Katz, Joseph, Company*
✓	✓	*Kelly, Nason, Inc.*
	✓	*Kent, Tracy & Company, Inc.*
✓	✓	*Kenyon & Eckhardt, Inc.*
	✓	*Ketchum, MacLeod & Grove, Inc.*
✓		*Kiesewetter Associates, Inc.*
✓		*Kimball, Abbott, Company, Inc.*

NBC Spot Sales

NEW YORK CHICAGO CLEVELAND HOLLYWOOD SAN FRANCIS

Foremost Agencies

The experience of these 297 agencies has proved that the fifteen radio and television stations on NBC SPOT SALES' list are essential to their clients' advertising success. Advertising's foremost agencies *know* America's foremost stations are represented by NBC SPOT SALES.

AM	TV	
	✓	*Klein, Philip, Advertising, Inc.*
✓		*Knox-Reeves, Inc.*
	✓	*Kossman, L., Advertising*
✓	✓	*Kudner Agency, Inc.*
	✓	*Lamb & Keen, Inc.*
✓		*Landau, A. B., Inc.*
	✓	*Lang, Fisher & Stashower, Inc.*
	✓	*Lavenson Bureau of Advertising*
	✓	*Leech Advertising Company*
✓		*Leigh, Douglas, Inc.*
✓	✓	*Lennen & Mitchell, Inc.*
	✓	*Leon, S. R., Company, Inc.*
✓	✓	*Le Quatte, H. B., Inc.*
✓	✓	*Le Velly, Inc.*
	✓	*Levin & Associates*
✓	✓	*Lewin, A. W., Company*
✓		*Lewis & Gilman, Inc.*
✓		*Lindsay Advertising Agency, Inc.*
✓		*Lockwood-Shackelford Advertising*
	✓	*Logan, Dudley L., Advertising*
✓	✓	*Long Advertising Service*
✓		*Long, W. E., and Company*
	✓	*Lovick, James, & Company, Ltd.*
✓		*Ludgin, Earle, & Company*
✓		*Lynn-Fieldhouse Advertising*
✓		*Lyon, S. Duane*
	✓	*Mac Farland-Aveyard & Co.*
✓	✓	*Mac Manus, John & Adams, Inc.*
✓		*Mann, Conklin Corporation*
✓	✓	*Marketers, Inc.*
✓	✓	*Marchalk & Pratt Company*
	✓	*Martin Advertising Agency*
✓		*Massengale, Harvey, Company, Inc.*
✓	✓	*Mathes, J. M., Inc.*
✓	✓	*Maxon, Inc.*
	✓	*Mayers Company*
✓	✓	*McCann-Erickson, Inc.*
✓		*McCreery, Quick & McElroy, Inc.*
✓	✓	*McKee & Albright, Inc.*
✓	✓	*McNeill & McCleery, Inc.*
	✓	*Meermans, Inc.*
✓	✓	*Meldrum & Fewsmith, Inc.*
✓		*Meyerhoff, Arthur, & Company*
✓	✓	*Miller, C. L., Inc.*
✓	✓	*Miner, Dan B., Company*
✓	✓	*Mogge-Privett, Inc.*
	✓	*Moore & Hamm, Inc.*
✓		*Morey, Humm & Johnstone, Inc.*
✓		*Morgan, Raymond R., Company*
✓	✓	*Morse International, Inc.*
✓	✓	*Moser & Cotins, Inc.*
	✓	*Murphy, Carroll Dean, Inc.*
✓		*Murray, John F., Agency, Inc.*
✓	✓	*Muench, C. Wendel, & Company*
	✓	*Nahser, Frank C., Inc.*
	✓	*Needham & Grohmann, Inc.*
✓	✓	*Needham, Louis & Brorby, Inc.*
✓		*Neff-Rogow, Inc.*
	✓	*Nelson, George R., Inc.*
✓	✓	*Newby & Peron, Inc.*
✓	✓	*Norman, Kelso, Advertising*
	✓	*O'Brien & Dorrance, Inc.*
	✓	*O'Kane, W. H., Advertising Agency*
✓	✓	*O'Leary, Jerome, Advertising Agency*
✓	✓	*Olian Advertising Agency, Inc.*
✓		*Orr, Robert W., Associates, Inc.*
	✓	*Owen & Chappell, Inc.*
✓		*Pacific Advertising Staff*
✓		*Pacific National Advertising Agency*
✓	✓	*Paris & Peart*
✓	✓	*Peck Advertising Agency, Inc.*
✓	✓	*Pedlar & Ryan, Inc.*
	✓	*Perrett Company*
	✓	*Perrin-Paus Company*
	✓	*Pershall, J. R., Company*
	✓	*Philbin, Brandon & Sargent*
✓		*Piedmont Advertising Agency*
✓		*Pinsker, Casper, Company*
✓		*Platt & Forbes, Inc.*
	✓	*Potts, Calkins & Holden, Inc.*
	✓	*Praeger & Company*
✓		*Powarad Company*
✓		*Presba, Fellers & Presba, Inc.*
✓	✓	*Price, Robinson & Frank, Inc.*
✓		*Queen, John W.*
✓		*Ramsey, L. W., Company*
✓		*Reincke, Meyer & Finn, Inc.*
	✓	*Reinhardt, Emil, Advertising Agency*
✓	✓	*Rhoades & Davis*
✓	✓	*Richards, Fletcher D., Inc.*
✓		*Roberts, Lawrence, Inc.*
	✓	*Robinson, Elwood J., & Co.*
✓	✓	*Roche, Williams & Cleary, Inc.*
✓		*Rockett-Lauritzen Advertising*
✓	✓	*Rogers & Smith Advertising Agency*
✓		*Rosenberg, Arthur, Company, Inc.*
	✓	*Rossi, H. C.*
	✓	*Rumrill, Charles L., & Company, Inc.*
✓	✓	*Ruthrauff & Ryan, Inc.*
✓		*Sackheim, Maxwell & Co., Inc.*
✓		*Sampson, John H., Company*
	✓	*Sawyer, Ross, Advertising*
✓		*Scheck Advertising Agency, Inc.*
✓		*Schlaifer, Charles & Co., Inc.*
✓	✓	*Schwimmer & Scott, Inc.*
✓		*Seberhagin, Inc.*
✓		*Seeds, Russell M., Company*
✓		*Shaw, John W., Advertising, Inc.*
✓	✓	*Sherman & Marquette*
✓	✓	*Shore, Michael, Advertising*
✓	✓	*Silver, Charles, & Sons*
	✓	*Simons-Michelson Company*
✓		*Smalley, Levitt & Smith, Inc.*
	✓	*Smith & Bull Advertising*
✓	✓	*Spector, Raymond, Company, Inc.*
	✓	*Stebbins, Barton A., Inc.*
✓		*Stebbins, Hal, Inc.*
	✓	*Stevens, J. G., Inc.*
	✓	*Stockton-West-Burkhart, Inc.*
✓	✓	*Storm Advertising Agency, Inc.*
✓		*Stuart, Charles R., Advertising*
✓	✓	*Sullivan, Stauffer, Colwell & Bayles, Inc.*
✓		*Swaney, Morris F., Inc.*
✓	✓	*Tarcher, J. D., & Company, Inc.*
✓	✓	*Tatham-Laird, Inc.*
✓	✓	*Thompson, J. Walter, Company*
✓		*Thwing & Altman*
	✓	*Turner Advertising Agency*
	✓	*Van der Linde, Victor, Company*
✓	✓	*Van Sant, Dugdale & Company*
✓	✓	*Wade Advertising Agency*
✓	✓	*Walker & Downing*
✓		*Wank & Wank Advertising*
✓		*Ward Wheelock Company*
✓	✓	*Warwick & Legler, Inc.*
✓		*Waters, Norman D., & Associates, Inc.*
	✓	*Wearstler Advertising, Inc.*
✓		*Weill, Armand S., & Company*
✓	✓	*Weintraub, William H., & Company*
✓	✓	*Weiss & Geller, Inc.*
✓		*Wesley Associates*
	✓	*Western Advertising Agency*
✓		*Wheeler, Kight & Gainey, Inc.*
✓		*Wilder, Almon Brooks, Inc.*
✓		*Wilhelm-Laughlin-Wilson & Associates*
	✓	*Wolfer-Douglass-Bennington*
	✓	*Yardis Advertising Co.*
✓	✓	*Young & Rubicam, Inc.*
✓		*Zimmer-Keller Inc.*

representing:

WNBC-WNBT, New York
WMAQ-WNBQ, Chicago
WTAM-WNBK, Cleveland
WRC-WNBW, Washington
KNBH, Hollywood
KNBC, San Francisco
WPTZ, Philadelphia
WBZ-TV, Boston
WGY-WRGB, Schenectady-Albany-Troy

XUM

editorial

Sit Tight

NBC LAST WEEK made a momentous decision—to carry the ball on night-time "rate adjustments" to compensate for penetration of TV in the some 50 affected markets. Before the week was out it changed its mind to the extent of postponing the projected Jan. 1 effective date by calling a meeting of AM affiliates in TV markets for Jan. 10.

"Adjustments", of course, mean reductions in rates. NBC's proposal pegged them at from 2 to 25% in evening rates, or an over-all 10% reduction for its AM network.

The hiatus, which came as suddenly as did NBC blitz campaign to sign up stations, gives both networks and stations an opportunity to recover their composure and approach the most fundamental of all of radio's economic problems with equanimity. There's no doubt that other network practices as to package rates were partially responsible for NBC's move.

It comes in radio's 30th year, when radio offers greater circulation at lower cost, than any of the other mass media. It comes when magazines and newspapers are entering their second, third or fourth rounds of rate *increases*, with nary a mention of TV "penetration" of their own readership or circulation.

And it comes in a period of unquestioned inflation, during an undeclared war, and a state of national emergency. Paper rationing is imminent (which already has meant rationing of some newspaper space). It's a coin toss whether any new TV stations go into operation, freeze or no freeze. Costs are skyrocketing.

We can't conceive of worse timing for consideration of any rate adjustment—except up. It's because radio has been underpriced for the last ten years that this would seem the expedient move.

It's true that NBC has unsold network time. So do the other networks. It may be because the Assn. of National Advertisers six months ago served notice that it would press for adjustments in TV markets, and that some of its members quietly have put on a network buyer's strike, except where concessions have been made. It's true that NBC has made no such concessions.

It may be, moreover, that radio hasn't sold itself or sold hard enough.

We have no doubt that certain large advertisers are sweating out the networks. But are they ignoring spot radio? Are local advertisers boycotting radio, even in TV markets? The reverse is true. The increase in each for 1950 over the preceding year will be a minimum of 10%.

Proof of the Bluff

We have the evidence that proves to a large extent there's a grandiose bluff involved. We are now making our 1951 Business Survey, to be published in our Dec. 25 issue. The responses from top accounts, despite uncertainties in these troubled times, generally predict increased radio and TV appropriations, with TV getting the bigger boosts. Very few (as you can read on page 23) indicate curtailment of AM or TV budgets.

The chain reaction on an NBC cut, no matter how slight, would undermine all radio. NBC began considering the "adjustments" months ago—before Korea. It obviously could not have taken into account that which later developed, placing us on a virtual war footing.

Any break in the rate structure on NBC inevitably would be reflected in corresponding cuts on other networks if they want to stay in business. Manifestly, it would invade national spot and local rates. It could lead to network-jumping. It might spell the demise of lesser network groups.

It would mean that radio would become "distress merchandise" — because competitive media have been successful in diverting the advertiser fire toward radio as the *only* medium affected by TV.

Many NBC stations, at this writing, are insisting they won't capitulate in these times of good business, sky-rocketing costs, and a devaluated dollar. If adjustments downward ever become desirable, it will be only because people quit listening, or because radio fails to do the job of promoting itself. The assignment of the revitalized Broadcast Advertising Bureau is to do that very job.

A Matter of Principle

Advertisers aren't going to ignore radio if radio sells goods economically.

It's a matter of principle as well as of dollars. A half of 1% cut is objectionable. If the line fails to hold, recovery will come slowly, if ever. There's not even the suggestion that daytime rates be increased, in ratio to increased circulation, even though many stations (some of them network-owned) have done so locally.

Clear thinking is needed. Certainly NBC can afford to sweat out the next few months as well as, or better than, their competitors. Certainly all networks should refrain from off-rate-card deals if the line is to be held.

We say, with all the emphasis we can muster:

Sit tight.

One That Worked

THE TELEVISION networks, the FCC, and the AT&T must be commended for the service they have rendered to the healthy growth of television as well as to themselves in their handling of the inter-network dispute over allocations of coaxial cable and radio relay time.

Thanks to their patient cooperation, FCC's projected investigation of the vexatious time-allocation question has been postponed and perhaps averted. Details remain to be worked out, and a "test run" may be necessary before anyone can say whether the agreement finally reached among the networks will provide a permanent or a temporary solution. But, as we suggested a month ago when hope of agreement had been abandoned, the revival of negotiations already has proved "worth the try."

It also cuts a pattern for amicable, out-of-court settlement of FCC-industry problems which the Commission should adopt more often. The fact that FCC had no appetite for its investigation—as evidenced by its abstention till continuing network disagreement forced its hand—does not detract from the spirit in which it approached the question.

Chairman Wayne Coy intervened personally, and Attorney Stratford Smith, assigned to the "investigation," worked untiringly to promote accord. At the FCC, they paid high tribute to the yeoman work of ABC's Joe McDonald, who did a Herculean job of research and who marshalled the contending forces toward amicable solution.

The attitude of the negotiators, and the Commission's, reflects an approach which seeks solutions without public controversy and, in the process, adds to the Commission's stature and dignity. It is particularly wholesome and welcome after the inflammatory outpouring which has marked—and marred—the color TV to-do.

our respects to:

HEMAN LESLIE HOFFMAN

WHILE racing downfield for a pass during a high school football game, Heman Leslie Hoffman lost a shoe. Completely oblivious of this shortcoming, he caught the pigskin and dashed 60 yards to score.

As the president of Hoffman Radio Corp., Los Angeles manufacturer of radio and TV receiver sets, Mr. Hoffman this past summer performed an equally dramatic feat in football. He convinced Pacific Coast Conference college and university anti-TV minded officials that his firm should sponsor live telecasts of 30 conference football games in San Diego, Los Angeles, San Francisco and Seattle.

His proposal was to financially back up a guaranteed attendance if televising these games hurt box office gate. Prospective total attendance figures were established for each game. Mr. Hoffman agreed to make up the difference should attendance drop below the

(Continued on page 74)

Static and Snow

By AWFREY QUINCY

A gentleman named Smith suggests that what he would like to see is President Truman and Chairman Coy engaging in a letter-writing contest.

* * *

Asked why he didn't make that fabulous Shangri-La mission, John W. Steen, headquarters counsel for Westinghouse Radio Stations, pensively commented they were fearful someone might get in trouble sliding down a barrister.

* * *

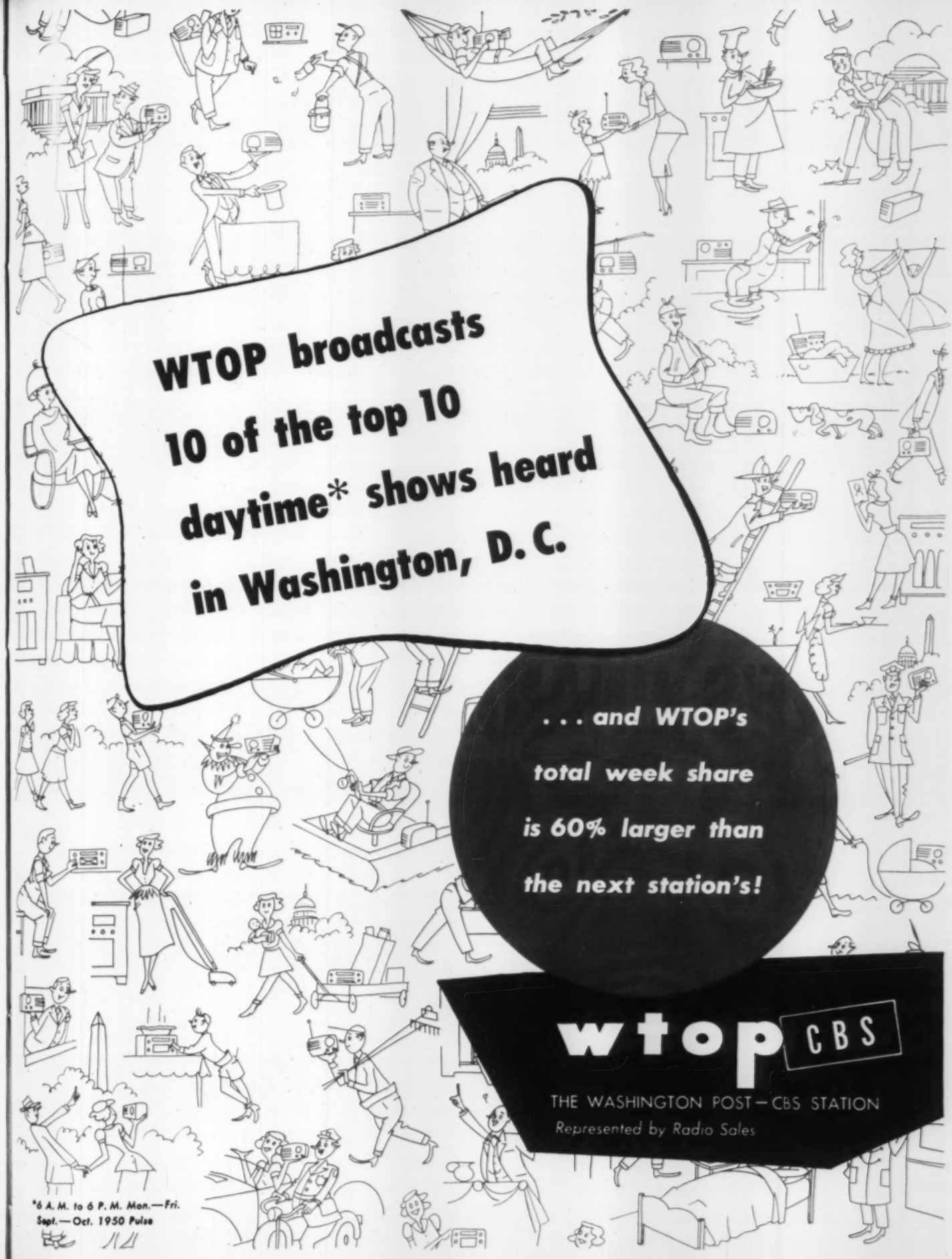
NOW that Happy Chandler has been axed from baseball, some smart dealer ought to sell the ex-commissioner on the idea of buying a batch of television sets and giving 'em to his friends for Xmas.

* * *

Who took out the crystal ball from Baltimore? Or is the Maryland metropolis out of bounds for "predictions of things to come"?

* * *

A WGN Chicago advertisement, referring to the ratings mess, asks, "How silly can you get?" Then it proceeds to answer its own question by attempting to adduce seriously as pertinent evidence the fact that WGN has always sold a lot of goods for its advertisers. Does that make any difference to the HOOPULCONIELDEX lads?


WTOP broadcasts
10 of the top 10
daytime* shows heard
in Washington, D.C.
. . . and WTOP's
total week share
is 60% larger than
the next station's!
wtop CBS
THE WASHINGTON POST—CBS STATION
Represented by Radio Sales
*6 A.M. to 6 P.M. Mon.—Fri.
Sept.—Oct. 1950 Pulse

front office

ALAN JOHNSTONE, ABC network sales representative in S. F. named sales manager KGO-AM San Francisco. VINCENT FRANCIS, former KGO-AM-TV sales manager, continues as KGO-TV sales manager. TV-AM commercial traffic departments split with GLADYS FERGUSON in charge of TV and MARGARET TIMMER heading AM Department.

Mr. Johnstone

JOHN D'AIUTOLO, ABC network sales, to sales staff WCBS New York as account executive.

HOWARD CAINE, radio director Vickers & Benson Ltd., Toronto, to manager CKFH Toronto, new 250 w station on 1400 kc which goes on air early in 1951. LEN SMITH, Toronto representative CHML Toronto, to CKFH commercial manager.

RONALD M. HOWARD named to board of governors Canadian Broadcasting Corp., Ottawa, to fill vacancy left by resignation of Mrs. T. W. SUTHERLAND, now manager CHUB Nanaimo, B. C.

CARLO F. ZEZZA, WOR New York account executive, to sales staff Bolling Co., N. Y., national representative.

GUS DAHNS to WPTR Albany sales department as account executive.

FRED THRASHER, U. of Richmond, to WXGI Richmond as account executive.

JERRY ROSS, ABC Western Division publicity department, appointed director of publicity replacing NED HULLINGER [BROADCASTING • TELECASTING, Dec. 11].

HUGH B. LaRUE, sales manager KHON Honolulu, T. H., appointed sales manager Aloha Network. He will be in charge of network and national sales.

Mr. LaRue

DAVE MOORE, public relations director WBBM Chicago, to AM sales staff KSTP Minneapolis-St. Paul.

ROBERT SULLIVAN, sales presentation department ABC, to advertising and sales promotion department DuMont Television Network.

PHILIP COHEN, sales department WHOM New York, to staff of specialized retail sales department WJZ New York, newly established sales section.

TRENT MOORE appointed president WGSV Guntersville, Ala. EDWARD Z. CARRELL appointed general and commercial manager.

Personals . . .

HECHT S. LACKEY, general manager WSON Henderson, Ky., commissioned Colonel on staff of Governor of Kentucky. . . . DOUGLAS M. BRADHAM, manager WTMA Charleston, S. C., father of boy. . . . KENNETH L. CARTER, general manager WAAM(TV) Baltimore, appointed to board of directors of National Conference of Christians and Jews. . . . REGGIE MARTIN, general manager WJHP Jacksonville, Fla. father of boy, Edward Kurt. . . . BILL YONAN, ABC Chicago radio salesman, and Marlene Heider were married Dec. 1. . . . ROGER W. CLIPP, general manager WFIL-AM-TV Philadelphia, named 1951 campaign director Philadelphia Chapter National Foundation for Infantile Paralysis. . . . THEODORE STREIBERT, president WOR New York, and chairman of board MBS, elected member of board of directors of Better Business Bureau New York. He is first radio-TV representative on BBB board. . . . CHARLES H. CRUTCHFIELD, general manager WBT-AM-FM and WBTV (TV) Charlotte, N. C., elected president of Charlotte Better Business Bureau and also named to board of directors. . . . E. E. (Ted) HILL, executive vice president WTAG Worcester, Mass., is convalescing at Hahnemann Hospital, Worcester, from recent chest condition.

IT'S UNANIMOUS...WBT is b

WBT reaches a market bigger by far than 10 years ago—
1,246,420,000 retail sales dollars last year!*

**Sales Management (May 1950-1940 figures for WBT's 50-100% daytime listening area, 1949)*

WBT delivers the biggest share of audience in the Carolinas—
better than 60% in Charlotte!*

**Hooper (most recent Charlotte Station Listening Index)*

Baseball Coverage

(Continued from page 25)

convention at St. Petersburg, Fla. Present during the week-long sessions, which the minor circuits launched Dec. 6, were Jerry Jordan, U. of Pennsylvania student, who has made studies of radio-TV effects on baseball attendance. He conferred unofficially with Messrs. Trautman and Chandler, and William Ryan, NAB general manager, who appeared for the Wednesday session.

The abandonment of any action on radio-TV cleared the way for American League baseball clubs to complete negotiations for radio rights to 1951 games. None of the clubs had signed any pacts prior to the convention, according to AL President William Harridge.

The junior circuit already had gone ahead, prior to the St. Petersburg conclave, with television contracts on the ground that TV had nothing to do with a 1,600,000 drop in attendance.

"Our owners didn't blame it on television. They blamed it on bad weather. Until television definitely is proved to be hurting attendance our owners will go along with it," Mr. Harridge was quoted as saying.

Mr. Trautman, who is a candidate for baseball's high commissionership to be vacated by Mr. Chandler and who strongly supports the minors' stand on major league radio coverage, had urged the majors to individually curtail their broadcast coverage fanning out into minor league territory, limit TV broadcasts to "home" territory, and better "supervise" conduct of stations carrying baseball broadcasts, with a view to promoting actual attendance at the ball parks.

FCC ORDER REVIEW

Senate Group Would Cut Time

THE SENATE Judiciary Committee last week cleared HR 5487 with amendments. The bill would provide that the review of FCC orders, now heard by panels of three judges in the district courts, would go direct to the circuit courts of appeal for action by a three-judge panel.

According to the committee, the proposed revision, already passed by the House, would cut waste of judicial "time and energy" since it would eliminate the rehearing of the case in court after it already had been deliberated by the FCC. In addition, the Judiciary group said, the U. S. Supreme Court, to which a case can be referred as a matter of "right" under current procedure, would be relieved of the burden of reviewing all such cases directed its way because the proposed revision would make high court review discretionary upon *certiorari* as in the review of other cases from circuit courts of appeals.

STRIKE AVERTED

Don Lee, AFRA Agree

DON LEE, last network holdout against American Federation of Radio Artists demands for staff announcer increases, last Tuesday came to agreement with the union over its announcers at KHJ Los Angeles and KFRC San Francisco, just in time to avert a threatened strike.

National and local union boards already had voted for a strike which was to take effect that day at both stations.

New wage scales, same as those reached recently for staff announcers with the other networks in Los Angeles, San Francisco and New York [BROADCASTING • TELECASTING, Nov. 27], are basic $100 weekly for the first year of employment; $115 thereafter, retroactive to Nov. 1 when last contract expired. Scales are based on eight-hour day, 40-hour week. Don Lee announcers had been receiving basic $86 weekly salary.

Union had earlier rejected the network's compromise offer of $95 for new announcers and $105 after the first year for KHJ and $92.50 and $100 for KFRC.

Only local station yet to reach agreement with the union is KFI, with whom negotiations are continuing.

BASEBALL POST

Johnson Isn't Batting

SEN. ED C. JOHNSON (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, last week was caught up in the whirlwind of speculation which followed the "ouster" of A. B. (Happy) Chandler as baseball's czar (see story page 25).

Asked by Capitol Hill reporters if there was anything in a report that Sen. Johnson, non-salaried president of the Western League in the minors, was being considered for the baseball post, the Coloradan answered: "It [the report] won't amount to much. I'm for Happy Chandler and wouldn't even consider it under these circumstances. I'm stunned by what has happened. There was nothing in the wind down there [St. Petersburg] and I thought Chandler was riding high, wide and handsome."

Sen. Johnson, who heads the Senate committee concerned with radio legislation, has been Western League president four years. Baseball Commissioner Chandler, who also is president of Bluegrass Broadcasting Co. (WVLK Versailles, Ky.) and a former U. S. Senator, is under a seven year contract which expires in 1952. His salary is estimated to be about $65,000 per year. Sen. Johnson's Senate term expires in 1955.

biggest in the Carolinas!

WBT is the Carolinas' biggest single advertising medium— reaching 512,380 families every week!*

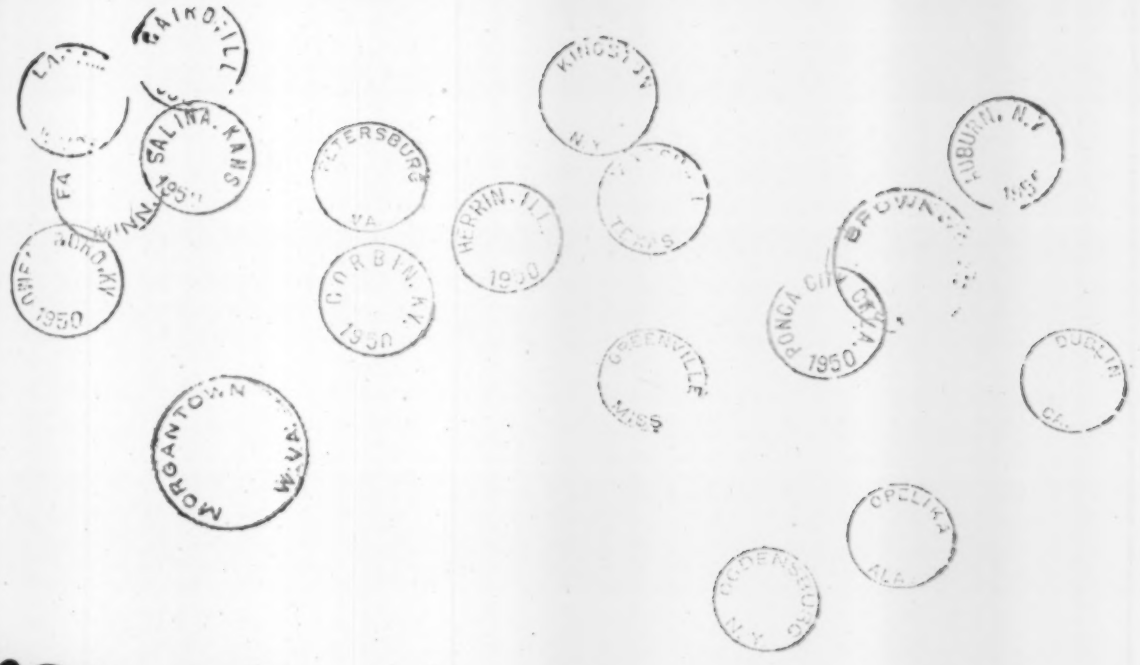
*BMB (50-100% daytime listening area, 1949)

And... WBT has the biggest and best array of local live talent in all Southeastern radio!*

**Ask us, for example, about Grady Cole, Arthur Smith and His Crackerjacks, Fred Kirby, Kurt Webster, The Johnson Family, Lee Kirby, Claude Casey and the "Briarhoppers."*

try WBT for size!

the little m



e man who IS there

Mister PLUS. in *your* hands. can put a stamp of approval for your brand on millions of minds in hundreds of markets—minds and markets which are largely inaccessible to any other advertising medium.

He *alone* is there...because *there* is Home Town America. 11.000.000 families strong. a thriving fourth of the whole U.S. which lives and listens within close reach of a Mutual 'solo' station.

To serve these markets—from within—Mutual provides 325 stations. each one speaking in the neighborly tones of *the only network voice in town.*

And this voice gets *heard*—longer and oftener than all out-of-town voices *combined.*+

Coupled with bigger-city coverage by Mister PLUS. this Home Town domination can make a vital *profit-difference* in your sales efforts for '51.

Mutual Broadcasting System

+*58% of all Home Town tune-in is to MBS by day; 53% by night. Next best network 13% by day, 18% by night. And TV tune-in is less than ½ of 1%! Source: Half a million interviews by Crossley.*

XUM

Radio Is Ready

(Continued from page 25)

themselves as pleased with the President's observations on radio's wartime role. Mr. Truman said there was no question in his mind of seizing broadcasting or television stations under emergency powers and he reminded that this had not been necessary in the last war.

The President indicated he was well satisfied with industry defense measures, including formation of the advisory council. This body was set up by the industry at White House suggestion, the format having been approved by the NAB board at a special meeting held in August.

Mr. Truman, in urging broadcasters and telecasters to use their facilities wisely in maintaining high morale of the American people, reasserted that the people would buckle down to any task asked of them by their government if they are given the facts. He lauded the speed with which broadcasters had organized themselves on behalf of the common cause.

In all the conferences Judge Miller made it clear that the industry is organized to make all its facilities "instantly available" to the government in an emergency. The advisory council represents stations, networks, NAB members and non-members alike, educators and electronics manufacturers.

At the Dept. of State Secretary Dean Acheson met the advisory council at 10:15 a.m. He reviewed the current world situation and called on radio and television executives to support with all their ability and their facilities this nation's efforts on behalf of world peace.

Mr. Acheson spoke easily and informally, in contrast to the austere attitude generally associated with his public and private appearances. At times he used salty language to emphasize his points. He did not underestimate severity of the international situation but stressed need for calm determination on the part of the public. He asked broadcasters to relate the world situation to listeners and viewers in truthful, unbiased manner.

After his unexpectedly long participation, Secretary Acheson's aides met with the council for a half-hour. They asked the council to consider at the earliest possible time all practical means of setting up closer liaison with State Dept. activities. Judge Miller assured officials that renewed efforts would be made by broadcasters to present local, national and world facts to the American people.

Among those who took part in the State Dept. conference were Francis H. Russell, director of public affairs; Mrs. Margaret R. T. Carter, chief, Division of Public Liaison, Office of Public Affairs; Lincoln White, deputy, special assistant for press relations; Michael McDermott, special assistant for press relations; William A. Wood, acting chief, Radio, Television & Visual Media Branch, Division of Public Liaison.

Following the noon conference with President Truman the council went to the Pentagon where Clayton Fritchey, newly appointed director of the Office of Public Information, Dept. of Defense, was host.

Others in Attendance

Other Defense Dept. representatives attended the luncheon, including information and communications officers as well as civil defense and intelligence delegates.

Secretary of Defense George C. Marshall addressed the broadcast group for 15 minutes, saying that one of the greatest military problems facing the country is maintenance of morale on the home front and among armed forces.

Work of broadcasters and telecasters on the morale front will be invaluable to the nation and the fighting forces overseas, he declared. Material and men cannot win a war without high morale, he added.

Gen. Marshall in effect gave broadcasters a vote of confidence, recalling the industry's World War II contributions.

Three briefing officers talked to the council and films showing the Korean retreat were shown. It was agreed to hold later meetings as soon as possible to bring broadcasters up-to-date on the military situation. The subject of censorship was covered (see story page 81). It was stressed that radio and TV will be No. 1 morale builders. Examples of leaks in vital information were cited by briefing officers.

After the Pentagon conference Judge Miller told newsmen of the council's purposes and noted that its formation had been requested by Dr. John R. Steelman, Assistant to the President. He said it is a voluntary mobilization of America's broadcast facilities—radio, TV and manufacturing—to lend united aid to the nation in its period of crisis.

From the Pentagon the council moved to the Dept. of Commerce for a conference with Secretary Sawyer and William H. Harrison, National Production Administrator. An experienced broadcaster (WLW Cincinnati) Secretary Sawyer asked continuing contact with the council to work out any problems that arise.

Problem Touched Lightly

Mr. Harrison said, when questioned, that NPA hasn't yet been able to dig very deep into the problem of allocating essential materials. The Commerce conference lasted more than an hour.

Broadcasters were told the production authority was awaiting military decisions and could not make definite plans in many cases. They said that if there's no material, manufacturers can't get it. Allotments will be tapered, where possible, to provide time to develop substitutes but many people will be hurt by allocations and restrictions.

The Broadcast Advisory Council was formed under NAB board auspices last summer, to be representative of the entire industry, following Mr. Steelman's suggestion. At that time Mr. Steelman asked NAB's board to tell broadcasters how much the government appreciated the "magnificent, voluntary effort" by stations and networks to halt stampede buying. He termed it a demonstration of what the medium could do to aid the national welfare.

At a dinner meeting held in New York Oct. 2 the broad outline of organization was agreed upon by representatives of NAB, networks and stations. Some intramural differences were worked out and complete council personnel was announced last month [BROADCASTING • TELECASTING, Nov. 27].

(See list of council members in photo of White House meeting.)

KERO Interest Sold

PAUL R. BARTLETT, owner of KERO Bakerfield, Calif., has sold 10% interest in the station for $7,500 to Station Manager Gene De Young, according to transfer bid filed with FCC. Mr. De Young has been with the station since 1946.

Christmas

(Continued from page 34)

mas message from London at 12:45 p.m.

WCAU-TV same city presents *Happy Holiday* on Saturday and Sunday through December, featuring Santa Claus' interviews with hopeful Philadelphia youngsters as well as Christmas songs and stories.

WJR is scheduled to originate a 30-minute program of Polish Christmas carols for CBS on Dec. 23. Carols will be sung by the Scola Cantorum of Saints Cyril and Methodius Seminary on the network at 2:30 p.m., with a delayed broadcast over WJR at 3 p.m.

KSTP-TV Minneapolis announces slanting of many regular shows for the holiday season. Bernice Hulin, *What's Cookin'* hostess, features a special holiday dish each day on her food demonstration show, with a special Christmas party scheduled for Dec. 22. Marjorie McCrady's *For You—Ladies* show is emphasizing Christmas decorations and fashions during December. In addition, a daily children's show, presided over by Jimmy Valentine, will feature two-minute stories by Santa Claus in a toy setting.

KALB-AM-FM Alexandria, La., has made special arrangements to broadcast continuous programs of Christmas music daily to four central locations in Alexandria and neighboring Pineville. Loud speakers have been placed atop city halls of both cities and in two shopping centers.

The stars of today and tomorrow are

Yours for more Sales

...with the *new era* in

Thesaurus

Music by Roth

Allen Roth,
his chorus, strings, and orchestra

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

WBAL

DECEMBER 18, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

drug distribution made easy by tv

watv delivered:

- 99 per cent coverage of all jobbers and retail outlets
- in four key states — New York, New Jersey, Connecticut, and Pennsylvania
- estimated million dollar a year retail drug business
- in less than 1 month at an amazingly low cost

Further details of Thiopent's revolutionary new approach to drug distribution are available upon request.

watv TELEVISION CENTER, NEWARK 1, N. J.

REPRESENTED BY WEED AND COMPANY

"3 to Get Ready!..."

AS this ad was written our new morning program, "3 TO GET READY" was just four days old. Frankly, the public's response has been amazing: More than 1,000 letters have poured into WPTZ in the first 72 hours.

"3 TO GET READY" is being seen on WPTZ every morning, Monday through Friday, from 7:30 to 9:00 o'clock. It features Ernie Kovacs, probably the best television personality on the Philadelphia air today. Kovacs is a little hard to describe. He's hilarious, he's serious, he's quick . . . he kids himself, but never his audience. The viewers love him.

Each morning on "3 TO GET READY" Kovacs spins the latest platters, announces the time every five minutes, posts the latest temperature and weather reports, brings the news every half-hour and holds a ninety minute kid-fest with his fans. As an added feature a sweep second clock is continuously super-imposed in the lower left hand corner of the picture.

We are offering "3 TO GET READY" on a participation basis, five sponsors to the half-hour segment. It's being sold on a first come, first serve basis. So now's the time to pick your time.

Give us a call here at WPTZ, or see your NBC Spot Sales Representative, for the full story on "3 TO GET READY". It's your best means of reaching the large Philadelphia television market for minimum cost.

Philco Television Broadcasting Corporation
1800 Architects Building Philadelphia 3, Penna.
Telephone LOcust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

NBC TV-AFFILIATE

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

DECEMBER 18, 1950

BROADCASTING, Telecasting $7 annually, 25c weekly

CABLE ALLOCATIONS

Hearing Postponed, Possibly Indefinitely

FCC'S INVESTIGATION of the AT&T allocation of coaxial cable and radio relay time among the TV networks appeared averted last week after the networks reached an agreement on "principles and procedures" to resolve their conflicting time needs.

Though FCC had not officially studied the agreement, it was thought the investigation, scheduled to start today (Dec. 18), would be held up at least until the end of 1951 to permit an appraisal of the plan in actual operation. The probe might then be reactivated, dropped, or retained in *status quo*, depending on the plan's success.

The possibility of an "indefinite postponement" was broached by E. Stratford Smith, FCC attorney assigned to the case, and Jack Werner, chief of the Common Carrier Bureau, in a post-agreement petition filed Wednesday and granted Thursday by Examiner Hugh B. Hutchison, who had been designated to preside over the hearing.

Postponed to Jan. 15

As requested by the petition, Examiner Hutchison granted a postponement of the hearing date to Jan. 15 so the Commission can consider indefinite postponement, and also to permit individual TV licensees to express their views.

FCC authorities refused to speculate on the agreement's possible effect on the companion proceeding in which the Commission proposed to limit the amount of time that TV stations in one-, two, and three-station markets might take from a single network. The degree of success under the time-allocation agreement presumably might bear heavily upon the disposition of the companion case, observers felt.

The agreement culminated a week of conferences among the networks after their failure to agree last fall forced AT&T to make arbitrary allocations which DuMont and ABC protested, leading to FCC's initiation of its probe.

FCC Chairman Wayne Coy attended one of the final conferences.

Allocations for the present quarter, perhaps with some adjustments, will continue for the first quarter of 1951, with quarterly allocations under the new agreement to start with the three-month period beginning April 1.

The agreement divides AT&T's intercity TV facilities—that is, those where there are not enough for each network to have fulltime access to one circuit—into four approximately equal "Circuit Groups."

It also sets up a complex system of priorities to assure that each network will have first call on 25% of the time on the circuits. Roughly, it would work thus:

Three months before the beginning of a quarter, each network will notify the telephone company as to its anticipated needs for that quarter.

Within two weeks, AT&T will issue a schedule breaking each day of the broadcast week into time periods and designating the order in which the networks will exercise their choice of Circuit Groups for each time period—each network being entitled to one Circuit Group for each time period.

The networks will make known their choices 45 days before the beginning of the quarter. Three weeks before the quarter starts, they must tell AT&T what stations have accepted their program.

In each 7-11 p.m. and 3-7 p.m. period, each network will have priority on 25% of the time on each circuit in the Circuit Group which it has chosen. But there is a proviso:

To retain that priority, the network must have stations to take its program. It can keep its priority on one-half of that 25% by having the program accepted by as few as one station on each leg in the Circuit Group. To retain its priority on the other half, it must have the program accepted by a plurality of the stations on each leg.

If a network fails to place the program on enough stations, in accordance with this system, it loses priority on the circuit or circuits involved. The time reverts to AT&T and is reallocated to another network—the one which does have program acceptances from a plurality of the stations on the circuit. In event of a tie, the time goes to the network which has had fewer hours on the circuit.

Priority Procedure

To recapture a "lost" priority, the network which lost it must obtain program acceptances from at least 50% of the stations or markets on the circuit.

In support of the agreement, observers pointed out that it assures that each network will have an opportunity to get distribution facilities for its programs, and yet will require the network to rely on its own salesmanship and program quality to secure acceptances enabling it to make good on the opportunity.

To forestall any possible anti-trust questions, it was emphasized that the plan does not prevent any network from attempting to sell all the time it possibly can on all circuits, in hopes of winning priorities away from its rivals.

There is no allocation problem, of course, in areas where four intercity circuits are available—one for each network. Currently, 23 markets are interconnected by four channels.

In dividing the other facilities into Circuit Groups, authorities said, the networks attempted to make the groups as nearly equal as possible from a dollar standpoint, based on the rate cards of the stations involved. As new circuits are put into operation, they will be added to the Circuit Groups which appear at the time to have the lowest dollar values.

The networks' negotiations were attended in part by representatives of the FCC and the AT&T. Although the plan which was evloved was credited to contributions by representatives of all the networks and of the Commission and telephone company, Joseph A. McDonald, ABC vice president, secretary and general attorney, was singled out for his research work and general leadership in the attempt to reach accord.

When it initiated its investiga-

(Continued on page 61)

FACTS OF VIDEO

BAB Issues Local Sales Pitch

THE FACTS of television, national and local, have been compiled by Broadcast Advertising Bureau in a desktop presentation designed for local sales use by NAB members.

Titled "Before Their Very Eyes," the presentation was prepared by Hugh M. P. Higgins, BAB director. It wraps up in an easily handled package the basic claims on behalf of TV as a sales weapon.

Presentation Makeup

Staring at the viewer of the presentation as he first looks at a transparent overlay is a family of six, creating a vivid audience illusion. When the cover is flipped, the document goes right to work with the statement that "Any businessman —(you, for example)— knows that the best way to sell a customer is face-to-face."

The sales statements are vividly emphasized by use of multi-colored pages, cutouts, half-sheets, flaps and similar devices.

After the viewer has been told that newspapers and magazines are limited by cold type and motionless illustrations, with warmth of personalized selling absent, the claim is made that "radio gets closer" because of its personal, direct approach with warmth and persuasiveness of the human voice.

That's fine, but now comes the word-of-mouth salesmanship of radio plus the face-to-face, over-the-counter salesmanship of television, the presentation continues, adding that with TV "you can now sell before their very eyes."

TV's real magic, it is explained, is this: "It puts the businessman right into people's living rooms where he can talk about, display, explain, and sell his product by means of face-to-face salesmanship in the home."

Television is big, the pitch goes on to explain, "so big that surveys can't keep up with its growth." The 9,700,000 sets-in-operation figure of Dec. 1, 1950, is cited along with the 107 stations serving 63 markets in 34 states and including over half the nation's families within a 40-mile range of one or more stations. Furthermore, it is shown TV reached an average of three out of four families in each TV market as of last October, and the medium "is growing faster every day." Set production in 1950 was estimated at over 6 million up to Dec. 1.

More important than bigness, it is stated, is the attention-getting power of TV, described as ahead of all other media. Sets-in-use data are shown, with average family viewing of 4.6 hours per day. Television is described as a "family matter, the perfect setting not only

(Continued on page 60)

DISCUSSING the *Unk & Andy* show, presented by Bry's Department Store on WMCT (TV) Memphis, are (l to r) Bill Brazzil, WMCT local sales manager; Henry Judson, Bry's advertising manager; Jean Perry, local producer on the show who holds a figure of Andy to be used in commercials, and Tony Benander, Air Press Advertising Agency, which handles the account. The program is released through United Artists Television.

RCA COLORCASTS *Favorable Comments On Showings*

SECOND week of RCA color TV demonstrations at the NBC Washington studios brought favorable comments from most industry executives who witnessed the latest version of its compatible, dot-sequential system [BROADCASTING • TELECASTING, Dec. 11].

Newsmen who saw the early demonstrations starting Dec. 5 felt that the pictures were greatly improved in the second week. Many station, manufacturer, legal and other industry leaders thought RCA's color is about ready for the public or for a competitive showdown with CBS.

At a Tuesday afternoon demonstration some signs of blue-green reflections were visible on the forehead of Dr. E. W. Engstrom, RCA vice president of research, as he appeared on the colorcast as m.c. He wore a light, tan coat in contrast to a dark coat at the opening demonstration. This dark coat had been blamed for reflections. An orange-colored flower in his lapel was sharp whereas it bloomed on the receiver observed a week before.

Both color and black-and-white pictures appeared sharper than was the case at early showings. The black-and-white pictures drew many comments because of the unusually rich tones characteristic of RCA's compatible system.

Picture Seemed Sharper

The color carousel, rotating from time to time, appeared sharper and was marked by even tones across the picture in contrast to marked highlights in the picture center in first showings. A baked ham was not well colored, perhaps due to lighting or the ham itself.

Boxes of Duz, Tide, Maxwell House coffee and other household items appeared brilliant and quite sharp, promising an effective vehicle for color advertisers. Reds, in general, were a little on the henna side.

Typical of station reaction was that of Robert D. Swezey, WDSU-TV New Orleans, who said the picture was acceptable though he wondered if color fidelity might be improved. C. M. Jansky, of the firm of Jansky & Bailey, said RCA had made "remarkable improvement." Stuart L. Bailey, of the same consulting firm, agreed it is "much better." William L. Foss, consultant, said it "looks good, the best RCA color I've seen."

CBS executives were scheduled to witness the RCA demonstration Friday, last scheduled day of showings. RCA officials indicated the FCC had not been officially represented at any of the showings as far as they knew.

'TOAST' SUIT

Out-of-Court Settlement Seen

CHICAGO attorneys for Irene Castle McLaughlin Enzinger, who is suing Ed Sullivan, CBS and Ford Motor Co. for $250,000, expect an out-of-court settlement this week "if the amount is large enough." Mr. Sullivan's attorney, Leroy R. Krein of Arvey, Hodes & Mantynband, Chicago, filed a motion for dismissal in Chicago Circuit Court Dec. 8. This is still pending and arguments will be heard after a hearing date has been set if no out-of-court agreement is made.

Mrs. Enzinger, Chicago socialite and former dancing star, charges that Mr. Sullivan used on *Toast of the Town* without permission some clips from a 1912 movie in which she appeared with her former husband and dancing partner, Vernon Castle. She charges invasion of privacy.

DON LEE SALE

Some Aspects Questioned

CERTAIN ASPECTS of the $12,320,000 sale of Don Lee radio and TV properties in part to General Tire and Rubber Co. [BROADCASTING • TELECASTING, Nov. 20] were questioned last week by Edwin W. Pauley's Television California in a petition to FCC for return of TV Channel 2 to the San Francisco comparative proceeding.

The Pauley group contended Channel 2 has never been finally authorized to Don Lee by FCC, citing the Court of Appeals' ruling which dismissed as premature its complaint that FCC illegally set aside Channel 2 for Don Lee pending outcome of the network's stations renewal case [BROADCASTING • TELECASTING, April 3]. On this basis, Television California indicated Don Lee cannot transfer its "application" for Channel 2 in San Francisco to General Tire since such would violate the Commission's rules and constitute trafficking.

Television California asked in the event FCC approved the Don Lee transfers that the Commission include "an express caveat in such consent stating that the approval thus given includes no 'grandfather' or other rights" in Channel 2 at San Francisco and that FCC order Channel 2 returned to the comparative proceeding "from which it was removed" by FCC in 1948 to await settlement of the Don Lee network case.

Mutual Ownership

One phase of the complex Don Lee sale questioned by Television California was resulting change in ownership of Mutual. General Tire's Yankee Network owns 19% of Mutual and so does Don Lee Network, the petition noted, which would mean General Tire would become 38% owner of MBS. MBS bylaws, however, specify that no single entity can hold more than 25% of its stock without approval by other stockholders and no provision has been presented FCC to correct this, the petition stated.

Similarly, Television California noted General Tire and CBS, which would acquire Don Lee's KTSL (TV) Los Angeles, are to pay $5,200,000 over 10 years to the First National Bank of Akron as rental for certain Don Lee building property which cost postwar only $2,100,000 to construct. The bank is acquiring the Don Lee assets and reselling the broadcast operations. The petition noted that until FCC "obtains full information regarding this 'deal,' one can rightly speculate how much trafficking in construction permits and applications is involved in this leasehold device."

GENERAL PRECISION Laboratory Inc., Pleasantville, N. Y., has announced new TV recorder with electronic instead of mechanical controls. Company says pictures produced by new unit are comparable in quality to live telecasts.

TV COSTS

NAB Survey Issued

AVERAGE operating cost of TV stations, exclusive of networks, was $564,000 per station in 1949, according to analysis by Richard P. Doherty, NAB director of employe-employer relations, and the NAB Research Dept., headed by Dr. Kenneth H. Baker.

Payrolls comprised the largest single item, nearly 50% of total expenses, it was shown. Depreciation and amortization absorbed an average of 16%.

Of stations on the air 12 months in 1949, technical expenses comprised 29% of expenses, programs 35%, selling 6% and general-administrative, 30%. A greatly altered pattern is anticipated when 1950 data are compiled.

CBS COLOR

Acclaimed in Philly

WHILE a federal court in Chicago pondered its decision in the RCA suit against FCC's approval of CBS color TV, and with RCA continuing its Washington demonstrations of improvements in the RCA color system (see adjacent story), CBS last Thursday extended public showings of the CBS color technique to Philadelphia.

CBS spokesmen said the first reaction to the Philadelphia demonstrations was "terrific," like that of "the more than 100,000 New Yorkers who have already seen the CBS color demonstrations" in progress in New York since Nov. 14.

They claimed public clamor forced them to open the doors to an "advance preview" almost six hours before the first scheduled public showing, and that more than 2,000 downtown Christmas shoppers witnessed the premature demonstration.

The Philadelphia showings, arranged in conjunction with WCAU-TV there and slated to attain a Monday-through-Saturday status beginning last Friday, were made via coaxial cable transmissions. Representatives of the *Philadelphia Bulletin*, the *Daily News*, and other publications and civic and business organizations were credited with enthusiastic reports on the opening showing.

Addition of other cities to the demonstration schedule is planned for the near future by CBS-TV, authorities said.

Coy Talks on Color

FCC CHAIRMAN Wayne Coy gave an off-the-record talk last Tuesday evening on color TV at a dinner meeting of the Washington, D. C., chapter of the American Society for Public Administration. He reviewed generally the developments leading up to and following the Commission's recent highly controversial decision favoring the CBS system and discussed the administrative aspects and problems involved.

KPRC

HOUSTON

In Radio . . . In Television

KPRC ★ KPRC-TV

Lamar Hotel, Houston

Affiliated with NBC and TQN

W. P. HOBBY, President • **JACK HARRIS,** General Manager

Represented Nationally by EDWARD PETRY & CO.

Moderator Maggie McNellis sets off a display of the sponsor's product.

* * *

REGENTS 'Leave It to the Girls'

LEAVE It to the Girls. That is precisely what Regent Cigarettes has done, and the girls have left the firm 52% richer in sales in New York City with a 30% enrichment throughout the rest of the country.

For those who may have spent the past 10 months on a Pacific atoll, it may bear mentioning that *Leave It to the Girls* is a television show, seen each Sunday on NBC-TV. Though actually it is not so much seen as heard.

The quintet of women to whom things are left are probably the most vocal group of entertainers since the Hall Room Boys left vaudeville presumably to campaign for Warren Harding.

And what the girls are vocal about is boys—or men, as the case may be. Like the preacher and sin in the Calvin Coolidge story, they are against them. And if they haven't succeeded completely in selling their point of view, they certainly have been successful in selling cigarettes for Frank N. Riggio, a man.

Riggio Bucks 'Big Five' With New Methods

But, in extenuation, it should be made clear that Mr. Riggio, 46, is no ordinary man. Eldest son of Vincent Riggio, chairman of the board of the American Tobacco Co., Frank Riggio resigned from that company in 1938 to buck the "Big Five" with a new cigarette and new merchandising methods.

Mr. Ridgway

Mr. Riggio realized that it was virtually impossible to place a cigarette on the market and have it sell against the accepted and older brands unless an unusual factor could be added. So with characteristic thoroughness, he added several unusual factors. He manufactured the cigarette in the oval shape—to produce slower burning—and marketed it in a crush-proof box, advertising it as a premium cigarette at popular price.

At first he placed his advertising in newspaper and magazines, with limited results. In February 1950 he turned to television and *Leave It to the Girls.*

Originally the company sponsored only the New York outlet of the show. Sales increased over 15% by the end of the first month. The advertiser then extended the show to Philadelphia, Wilmington, Baltimore and Syracuse. By July of this year the sales of the cigarettes had registered the aforementioned gain of 52% in New York and more than 30% nationally. In August Regents expanded the program to full network coverage.

Mail Pull Figures Point to Appeal

Further validation of the appeal of the show is revealed by its mail pull figures. Unsolicitedly, one-third of these letters praise the show, the quality of commercials and the performances of the individual girls. The other two-thirds contain questions for use on the program.

* * *

Girls Answer Queries Sent by Listeners

Leave It to the Girls features a panel of glamorous and successful women who answer queries sent in by followers of the program. One man guest appears on each show in an effort to defend the male point of view.

The show is packaged and owned by Martha Rountree, owner and producer of *Meet the Press.* Among the girls who have appeared on the show are Faye Emerson, Ilka Chase, Constance Bennett, Madge Evans, and scores more of similar eminence, besides of course the three regulars, Dorothy Kilgallen, Eloise McElhone and Florence Prichett, and Maggie McNellis, the somewhat immoderate moderator.

For the past five years Regents have been serviced by Brooke, Smith, French & Dorrance, New York, advertising agency. Thayer Ridgway, vice president, is the account executive.

The agency writes and creates the integrated commercials on the show maintaining three writers on its staff to create the three-minute advertisements on the program. The commercials are composed in character specifically for each member of the panel.

The lone regular male member of the show is Announcer Bob Warren who, in his expert and supremely natural delivery of the commercials, inadvertently takes some of the sting out of the girls' androphobia. Here is a man obviously worthy of the most discriminating woman—the one who smokes Regents, that is.

Regent's sales team of glamorous experts holds court.

ASCAP RATES

License Forms To Be Out Soon

ASCAP Thursday notified TV broadcasters that it expects shortly to have a per-program license form ready for their acceptance. ASCAP said this form will be sent them together with the blanket license drafted a year ago and that they then will have 30 days in which to accept one form or the other; to negotiate individual contracts with ASCAP for the video use of some or all of its music; to get along without any ASCAP tunes, or to ask the courts to determine what the fee should be.

The letter, written by Otto A. Harbach, ASCAP president, following the monthly ASCAP board meeting, does not divulge the terms of the per-program license but states that this license "will bear a reasonable relationship to the blanket license justifiable by applicable business factors."

The present interim license form was extended from Dec. 15 to 30 days after the telecaster has received the license forms from ASCAP. Within that period the station operator must decide whether or not he wants to continue to use the society's music on his TV station. If he does, Mr. Harbach explains, he has the following options for paying for this music:

(A) Signing a per-program form and paying on that basis and furnishing the requisite logs, music lists and reports for the entire term (i.e., from the effective date of the interim license agreement to the expiration of such per program license agreement);

(B) Signing a per-program form, paying and reporting at blanket rates up until the signing of the form and thereafter at per-program rates;

(C) Signing a per-program form, paying and reporting at blanket rates up and until such dates prior to the dates of such signing as the station may have adequate logs, music lists and reports, and thereafter, at per-program rates;

(D) Signing and paying on the basis of the blanket license for the entire term.

If the telecaster decides not to sign either license form, the letter states, "the temporary license will terminate at the end of such 30-day period and within 40 days thereafter you should adjust your interim payments with us on whichever of the following bases you may choose:

"(A) Standard Blanket TV rate;

"(B) Rate named in the per-program TV license forms to be sent to you;

"(C) The reasonable value of the license."

AS GUEST speaker at a luncheon meeting of the Advertising Club of the Columbus (Ohio) Chamber of Commerce, Clarence Hatch Jr. (center), executive vice president, D. P. Brother & Co., Detroit agency, stressed the use of television commercials in planning promotion campaigns. Here Mr. Hatch checks a TV film commercial with Ad Clubbers James Leonard (l), general manager, WLWC(TV) Columbus, and Jerome R. Reeves, program and promotion director, WBNS-TV Columbus.

EDUCATION BY TV

WWJ-TV Showing Slated

COLLEGE education by television —the U. of Michigan's *Television Hour* aired by WWJ-TV Detroit each Sunday from 1 to 2 p.m.— was slated for showing yesterday (Sunday) before a select audience of industry, Congressional and FCC officials in Washington, D. C.

Harry Bannister, general manager, WWJ-TV, the *Detroit News* station, described the program as "the first step along the road leading to a complete college education by television." Station arranged to show the program in the Adams-Hamilton Room of the Wardman Park Hotel by means of leased coaxial cable facilities.

Those invited to attend the showing included FCC Chairman Wayne Coy and other Commission members; Sen. Edwin C. Johnson (D-Col.), and members of the Senate Interstate & Foreign Commerce Committee, of which he is chairman, as well as representatives on the House Interstate & Foreign Commerce Committee; NAB President Justin Miller and General Manager William Ryan; key information branch officials of the Defense Dept. and other government agencies.

Other Articles on Tobacco Manufacturing in BROADCASTING • TELECASTING

Lucky Strike scores with jingles—*In Review, Dec. 4, 1950.*

Tobacco radio budgets up for 1950-51 campaign—*A survey, Sept. 18, 1950.*

The Big Story* proves radio-TV success for Pall Mall—*A feature, July 3, 1950.

Cigar smoking survey by WOR—*A Featurette, March 6, 1950.*

Fatima sales rise with Basil Rathbone show — *A featurette, Aug. 29, 1949.*

CANADA VIDEO

Advertisers Show Interest At First TV Clinic

INCREASING interest by Canadian advertisers in television was shown at the First Canadian Television Clinic held at Toronto Dec. 7-9. Executives from business firms not now using radio, and advertising agencies with few radio accounts, featured attendance at the meet, held under the auspices of the Academy of Radio Arts, Toronto. Attendance at clinics averaged close to 100 and luncheons addressed by leaders in U.S. television were attended by some 200 persons.

All phases of television were discussed at the clinic, with American television specialists as the speakers. They told Canadians what had developed in the United States, some of the difficulties encountered, what was expected to develop and what pitfalls Canadian advertisers, telecasters, performers and engineers could expect.

The clinic opened with the first demonstration of theatre television in Canada. Those attending the clinic were telecast as they entered the Imperial Theatre, largest Canadian movie house. A tour of the operating booths followed to show the technical aspects of theatre television from a mobile pick-up unit.

Chairman Lorne Greene, well-known Canadian newscaster, and director of the Academy of Radio Arts, in an introductory address stated that already close to 200,000 Canadians are affected by TV even though as yet there is no TV station in Canada. With close to 30,000 sets in the international border area of southern Ontario, Canadians are beginning to change their living habits and buying habits to fit the TV age, he said.

Paul Raibourn, president of Paramount Television Productions, New York, at the opening day luncheon reviewed TV progress, explaining how TV is changing living habits and taking an average of 10 hours a week of the leisure time of the average person. He stated that Canadians would seize on TV as avidly as has the public in the United States. The purchase of TV sets in Canada is already proving this, he pointed out. "Color TV is frozen, but black-and-white TV is hotter than a pistol," he said.

Maurice B. Mitchell, vice president and general manager of Associated Program Services, New York, told the group how TV as an advertising medium is changing the buying habits and shopping trends of a large section of the American public. He pointed out in detail the advantages of TV over other media, but he felt that radio would not suffer as a result. When the ultra high frequencies are opened there will be room for 900 TV stations in the U.S., he said.

TV Effect on Radio

C. E. Hooper, president, C. E. Hooper Inc., New York, told Canadians of the effect of TV on radio listening in the last two years. Calvin Kuhl, vice president of J. Walter Thompson Co., New York, gave Canadian performers something to think about when he told them some of the difficulties encountered in television production.

The second day of the clinic was devoted to detailed data for TV specialists. Murray Grabhorn, vice president of ABC, New York, dealt with the social and economic effects of television. Rudy Bretz, TV consultant, New York, dealt with practical pitfalls of telecasting at the luncheon and stated that experimentation could be expected from the smaller stations.

Planning of television commercials was discussed by Thomas A. Wright Jr., BBDO, New York.

Mr. Wright showed how an agency should go about setting up a TV department, and Mr. Bretz dealt with films for television. The role of the director and writer in TV was explained by Ernest Walling, program director of NBC-TV. William O'Brien of Allen B. DuMont Labs, New York, explained developments in industrial TV.

Station operations and various engineering aspects were dealt with in a panel session featuring Alphonse Ouimet, Canadian Broadcasting Corp., Montreal, chairman; George Gill, Kliegl Bros., New York; and Harry Prevey, Canadian General Electric, Toronto.

The last day of the clinic dealt with programming, education, commercial production costs, technical aspects of studio production and a forecast of TV development in Canada. Among the speakers were James L. Caddigan, DuMont TV Network, New York; Lynn Poole, Johns Hopkins U., Baltimore; Charles Holden, ABC-TV, New York; Wells Barnett Jr., Blair TV, New York.

'Gone With the Wind'

WSB-TV Atlanta observed the 10th anniversary of the movie version of the late Margaret Mitchell's *Gone With the Wind*, which had its world premiere in Miss Mitchell's native Atlanta, with a 15-minute movie review and memorial program last Friday. Mayor William Hartsfield, who shot most of the review film a decade ago, also appeared in person on Friday's program.

Station KRLD TV DALLAS

Serves THE LARGEST TELEVISION MARKET . . Southwest DALLAS FT. WORTH

Combined Population DALLAS and TARRANT COUNTIES . . . 920,500

NOW there are 91,877 Television Homes in KRLD-TV's Effective Coverage Area

The CBS Station for DALLAS and FORT WORTH

this is why KRLD

AM-FM-TV

Channel 4 is your best buy

The TIMES HERALD Station

National Representatives THE BRANHAM COMPANY

telestatus

Influence of Ads Reported in Survey

(Report 142)

USE of TV advertised products is substantially higher in homes viewing the sponsor's message than in non-viewing homes. This influence of TV as a selling medium is vividly demonstrated in a presentation prepared for the *Spot the Sponsor* program on the basis of data compiled in the New York TV area by Advertest Research.

It was reported by Thomas-Varney Inc., the program's packager, that 29.8% more "verified viewers" had specific brands advertised on the program in their kitchen than non-viewers. Up to 26.7% of the "verified viewers" remembered buying and using the product for the first time within four months before the survey was made. Use of the products advertised on the program was found to be 16.4% higher among viewing families than non-viewing families.

Spot the Sponsor was telecast in four one-minute segments, five times a week. In all, nine different products were used each week. Program was basically a memory game with six products shown during the first telecast each day. One product was omitted during each of the three subsequent daily telecasts and viewers were called to identify the missing product. Winners received cash prizes.

In the area it was found that 24.8% of the TV families were "verified viewers," those who not only claimed to be viewers but also could identify without aid one or more products advertised. Among the brands advertised, product identification ran to as high as 78.7% among viewers. The same product was shown to be in the kitchens of 34.3% of the viewers, 43.5% higher than among non-viewers. On the average, viewers were able to identify 2.4 products advertised on *Spot the Sponsor*.

Although the presentation points out that other advertising forces were at work, it was found that "one out of every 10 families having the product in their homes reported buying and using it for the first time within the past four months"—the period since the program started.

* * *

WHAS-TV, WWJ-TV Set New Rate Structures

TWO television stations have announced new rate structures effective Jan. 1. At WHAS-TV Louisville the hourly rate increases from $300 to $400. WWJ-TV Detroit will up its basic hourly rate from $800 to $1,100.

Spots jump from $50 to $65 at WHAS-TV when Rate Card No. 3 goes into effect. Minute participations will be available at $55 in Class B time and $40 in Class C time.

For spots of one-minute or less in Class A time (6-11 p.m. daily; 3-1 p.m. Sunday) at WWJ-TV the rate will become $200. An hour of Class B time (9 a.m.-6 p.m.) will start at $660 while spots are set at $132. WWJ-TV also announces that the station is stabilizing rate card protection for a one-year period. The new rate card is number nine for the station.

* * *

Truman Tops Multi-Market Telepulse

PRESIDENT TRUMAN's pre-election speech Nov. 4 had a television rating of 47.8, according to the latest Multi-Market Telepulse released last week by The Pulse Inc. His combined rating on the four TV networks topped Milton Berle's rating for the week by more than one point. Among the multi-weekly shows, *Howdy-Doody* was reported as having the highest rating. Full Multi-Market Telepulse was reported as follows:

Once-A-Week Shows	Program Average Rating Nov.	Oct.
President Truman	47.8	
Texaco Star Theatre	46.5	47.2
Toast of the Town	30.8	31.1
Philco TV Playhouse	30.5	36.5
Your Show of Shows	29.4	28.6
Four Star Revue (Durante)	29.1	
Fireside Theatre	28.4	26.2
Comedy Hour (E. Cantor)	26.7	23.3
Stop The Music	25.1	
Studio One	24.7	26.6

Multi-Weekly Shows	Program Average Rating Nov.	Oct.
Howdy Doody	15.1	13.0
Camel News Caravan	13.9	12.7
Kukla, Fran & Ollie	11.9	11.3
Perry Como	11.0	10.6
CBS-TV News	10.6	9.1
Faye Emerson * (Tues., Thur.)	10.4	9.2
Captain Video	10.2	10.1
The Little Show	9.7	
Mohawk Showroom	9.7	9.6
Small Fry Club	8.4	
Broadway Open House	8.4	9.3

* 9.8—Tues, Thur, Sat.

Weekly Television Summary—December 18, 1950, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	5,700
Ames	WOI-TV	26,258
Atlanta	WAGA-TV, WSB-TV	67,800
Baltimore	WAAM, WBAL-TV, WMAR-TV	240,476
Binghamton	WNBF-TV	27,154
Birmingham	WAFM-TV, WBRC-TV	27,500
Bloomington	WTTV	11,340
Boston	WBZ-TV, WNAC-TV	580,245
Buffalo	WBEN-TV	160,180
Charlotte	WBTV	43,504
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	737,407
Cincinnati	WCPO-TV, WKRC-TV, WLWT	209,000
Cleveland	WEWS, WNBK, WXEL	372,213
Columbus	WBNS-TV, WLWC, WTVN	114,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	91,877
Davenport	WOC-TV	32,199
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	140,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	376,706
Erie	WICU	42,576
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	91,877
Grand Rapids	WLAV-TV	97,166
Greensboro	WFMY-TV	35,901
Houston	KPRC-TV	53,751
Huntington-Charleston	WSAZ-TV	30,000
Indianapolis	WFBM-TV	102,000
Jacksonville	WMBR-TV	22,000
Johnstown	WJAC-TV	54,472
Kalamazoo-Battle Creek	WKZO-TV	53,589
Kansas City	WDAF-TV	83,450
Lancaster	WGAL-TV	68,474
Lansing	WJIM-TV	32,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	831,232
Louisville	WAVE-TV, WHAS-TV	65,750
Memphis	WMCT	64,434
Miami	WTVJ	45,000
Milwaukee	WTMJ-TV	176,991
Minn.-St. Paul	KSTP-TV, WTCN-TV	188,100
Nashville	WSM-TV	16,757
New Haven	WNHC-TV	114,720
New Orleans	WDSU-TV	41,853
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,875,000
Newark	WATV	Inc. in N. Y. Estimate
Norfolk	WTAR-TV	44,545
Oklahoma City	WKY-TV	61,745
Omaha	KMTV, WOW-TV	51,363
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	725,000
Phoenix	KPHO-TV	22,900
Pittsburgh	WDTV	180,000
Providence	WJAR-TV	95,560
Richmond	WTVR	51,710
Rochester	WHAM-TV	61,157
Rock Island	WHBF-TV	22,199
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	33,900
Salt Lake City	KDYL-TV, KSL-TV	34,994
San Antonio	KEYL, WOAI-TV	67,000
San Diego	KFMB-TV	114,696
San Francisco	KGO-TV, KPIX, KRON-TV	125,000
Schenectady Albany-Troy	WRGB	58,100
Seattle	KING-TV	221,300
St. Louis	KSD-TV	88,116
Syracuse	WHEN, WSYR-TV	48,000
Toledo	WSPD-TV	48,750
Tulsa	KOTV	38,300
Utica-Rome	WKTV	205,825
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	52,444
Wilmington	WDEL-TV	

Total Markets on Air 63 Stations on Air 107 Estimated Total Sets in Use 9,714,000

Editor's Note: Totals for each market represent estimated sets within televiewing area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

1.

VOWED MAIDA McSPINSTER, "TONIGHT MY BOY CHAUNCEY,
SO HELP ME, IS GOING TO BECOME MY FIANCE!"

2.

BUT, SAD TO RELATE, IN SELECTING HER LURE,
THE LASS'S TECHNIQUE PROVED EXTREMELY UNSURE.

3.

AND WHAT GOOD'S A LOUSE WHO JUST WANTS TO PLAY HOUSE
WHEN A GAL'S GOT HER HEART REALLY SET ON A SPOUSE?

MORAL: Woo your Dayton market through Dayton's first and favorite station—WHIO-TV.

To Woo Dayton* Dollars

THE SHOW MUST GO ON

WHIO-TV

* If your heart's set on the Dayton market (and why not, with its wealth in both income and TV sets?) come woo it the right way. Dayton, and the surrounding Miami Valley, offers a total of 142,000 TV sets (yesterday's figure!) *dominated*† by WHIO-TV, the area's first and leading station. Let our National Representative G. P. Hollingbery Company give you facts, figures, and A. M. availabilities.

CHANNEL 13
whio-tv -AM -FM
DAYTON, OHIO

†Pulse October report shows WHIO-TV had 13 of top 20 televised shows!

RESERVE CHANNELS

RESERVATION by the FCC of TV channels for non - commercial educational stations was advocated in a resolution adopted by the Mid-century White House Conference on Children and Youth, held at Washington a fortnight ago.

Action followed adoption of a similar resolution by a communications panel despite a minority report submitted by Ralph W. Hardy, NAB government affairs director, speaking for opponents of the idea.

The full conference also adopted a resolution calling on the TV industry and educational, health and social agencies "to accept the great social responsibility" created by the unprecedented growth of television and its potential as a medium for mass education.

When the communications panel (No. 22) adopted a resolution recommending the stand of education groups seeking TV channels, as well as favorable action on a request of the Joint Committee on Educational Television, Mr. Hardy contended in his minority report that the joint committee's request "raised very serious questions involving the principle of compulsion and censorship" on the part of the FCC in cities having only one channel. He contended it advocated entrance by the FCC into the field of program content.

Author of the education resolution in Panel 22 was Elliot Birnbaum, of the Syracuse (N. Y.) Commission for Children's Entertainment.

The censorship spectre arose on another occasion when a speaker suggested regulating radio and TV channels was like regulating navigation on rivers. Mr. Hardy came back quickly with a prediction that "if the time comes when we channel all river navigation and avenues of speech through one source, or when a government agency decides what ideas and entertainment shall be permitted the people, then the United States will have entered a whole new era of thinking on freedom of speech."

Urges Professional Help

The panel recommended professional help and advice for all educational organizations using mass media and urged the TV industry to set up an agency to develop and extend daily programs meeting the intellectual and emotional needs of the country's children and youth.

Dr. Lyman Bryson of Columbia U., who has led many CBS forum discussions, was chairman of the panel, titled "Mass Media of Communication as Channels for Influencing Personality Development." When Anne Usher, of *Better Homes & Gardens* magazine, commented American parents should control the TV viewing of their children, Dr. Bryson said: "The only noise that one does not hear in the living room today is the sound of the parental foot going down."

Dr. David Mace, of Madison, N. J., and London, said parents should listen to the radio with their children so the children can profit through discussion and guidance. Dr. Bryson noted that the spoken word was the first channel of teaching and that today radio, recordings, TV and other mass media are placing emphasis on the spoken word.

Dr. Birnbaum said a Syracuse survey shows the average child spends four hours daily looking at TV, often more time than they spend in classrooms.

Robert Saudek, ABC vice president in charge of public communication, told a panel on "Mass Media of Communication—Their Use and Misuse" that radio and TV "are like a new and most exciting library at home" for those who take the trouble to know what is good on the air and to guide their children to it.

"If you parents, pediatricians, psychologists and teachers are sufficiently conscious of the content of the public service programs on radio and television," he said, "then you are letting radio and television contribute to the development of your children.

"If, on the other hand, any one of you is so myopic that all you see on the screen or hear on the loud speaker is trash, then you are the kind of negligent and lazy trustees of your children who must also be allowing them to eat candy when there is milk in the house; read dime novels when there is the *Book of Knowledge* in the house . . ."

Defending the printed word against "such relative neophytes in the field of communications as radio and television," Otis Wiese, editor and publisher of *McCall's* magazine, said: "Like his fellow newspaper editor, but unlike the directors of the other media—movies, radio and television—the magazine editor's activities are not subject to review or censorship and his license to operate is not under threat of revocation by any established agency."

Dr. Bryson, also leader of this panel, warned that "every institution demands to be judged by its best—the press, the radio, even the family, the church, the school."

Dean Bruce E. Mahan, of the State U. of Iowa Extension Division, said, "we will all admit there are bad movies, radio, television and comics, but the good so far outweighs the bad that we need only accentuate the positive and eliminate the negative."

MOBIL TV UNIT

For Sale; Reasonable

Attention TV Stations: Here's your chance to buy an ACF-Brill bus, completely equipped for use as a mobil TV unit, at a reasonable price. Unit adapted from 1946 32-passenger, air-conditioned, cross-country bus. Roof platform reached by trap door. Excellent tires and mechanical condition. Driven less than 25,000 miles since completed in April, 1948, by WLW-Television. Have two other mobil units so this one is no longer needed. No technical equipment included. Call or write J. R. McDonald, WLW, Cincinnati 2, Ohio. Phone CHerry 1822.

Facts of Video

(Continued from page 53)

for individual but group selling."

Ways of taking advantage of this concentrated attention are listed, including film, signs and voice, puppets or animation, eye-to-eye (salesman right before the camera).

TV really sells, it is claimed, and the Hofstra College data are cited. Case histories are reviewed in capsule form. Blank space is provided for local TV data.

As to TV's cost, it is explained on the basis of Hofstra data that TV advertisers average $19 in extra sales per $1 spent on the medium. Number of advertisers has increased from 680 in 1948 to an estimated 5,000 and TV advertising from an estimated $8.7 million to $75 million. Increase of 71% in number of local retailers is recalled.

Dollar for dollar, BAB explains, TV pays off better (and faster) for local advertisers than any other medium.

Sealtest on CBS-TV

NATIONAL Dairy (Sealtest products) will sponsor *Big Top* on CBS-TV starting Jan. 27, Saturday, 12 noon to 1 p.m. Show features Jack Stirling as m.c. and originates in Camden, N. J., through WCAU-TV Philadelphia. Advertiser will sponsor the hour-long program in addition to its *Kukla, Fran & Ollie* show on NBC-TV. N. W. Ayer & Son, New York, is the agency.

ERIE DISPUTE

Charges Attacks on WICU

CHARGE that the *Erie Times* has carried on "continuing attacks" on television and WICU (TV) Erie, Pa., has been hurled by the *Erie Dispatch*, a rival newspaper affiliated with the station.

In an editorial the *Dispatch* charged that the *Times* and its publishers, John and George Mead, "are opposed to television and the *Erie Dispatch* family is 100% in favor" of the medium, and also denied "technical difficulties" had forced it to suspend operation "for a single day since it went on the air March 15, 1949."

The newspaper quoted a *Times* columnist who Nov. 15 recounted a report that "TV service men are busy installing larger roof-top aerials so TV set owners can bring in Buffalo and Cleveland stations." The columnist also had reported, according to the *Dispatch*, that a phone call to the station by a reporter brought the reply that "we are off the air today—technical difficulties." The *Dispatch* identified the columnist, Jay James, as John Mead Jr.

WICU Ownership

WICU is licensed to the Dispatch Inc., affiliate organization of the *Erie Dispatch*, which is published by the Record Publishing Co. of Erie. Edward Lamb is president of the licensee firm and an owner of WICU, as well as of WTVN (TV) Columbus, Ohio, and WTOD-WTRT (FM) Toledo, Ohio. WICU operates on Channel 12 (204-210 mc).

John J. Mead Jr. and George J. Mead are principals in an application filed with the FCC on behalf of the Erie Television Corp. for Channel 3 (60-66 mc) in Erie. Each would hold 25% interest in the licensee firm under terms set forth in the application filed Oct. 23, 1950, according to FCC. Officials of Community Service Broadcasting Co., licensee of WIKK Erie, would hold the remaining 50%.

The *Dispatch* editorial also took exception to a portion of the Jay James column which reported that "slips of paper handed out at random about town" urged viewers "not pleased with the WICU television program or quality of transmission" to call the station "and let them know," according to the *Dispatch*.

The newspaper said WICU programming "is well-rounded and geared to the entertainment and enlightenment of the entire family," and is so well chosen that "it has presented nearly every one of the top Hooper-rated TV shows ever since it took the air."

The station, the *Dispatch* went on, has an obligation to present "a balanced television menu and to program for the largest possible audience, during the largest share of the broadcast day."

BOMB DEFENSE

KPRC-TV Informs Residents

KPRC-TV Houston, Tex., has taken up the defense cudgel by showing residents what would happen if an atomic bomb were dropped on the city. According to the station, its Dec. 9 half-hour television show dramatizing civil defense has made a marked effect on residents who have complimented the city on its production.

Use of TV for mass training in defense against atomic warfare was the joint project of KPRC officials and the city of Houston. The first show was successful and the station is scheduling further programs which concentrate on specific phases of the city's defense blueprint, the station said. Mayor Oscar Holcombe, along with key city officials, personally conducted the program.

To obtain wide audience viewing, the Mayor asked TV set owners to invite friends and neighbors without sets to see the Houston exposition of the atomic defense plan. Stores which sell TV sets were asked to keep their doors open late that Saturday night. An estimated 125,000 residents viewed the production.

NEW RTDG PLAN

Locals To Bargain Jointly

A NEW PLAN for unionizing, with possible wide percussions, was announced last week by Radio & Television Directors Guild in New York, concurrent with establishment of new RTDG locals in Philadelphia and Detroit. The latter will bargain on behalf of Radio Writers Guild, National Television Committee of the Authors League, and United Scenic Artists in those cities, as well as for themselves.

Adapted for localities in which memberships are too small to sustain the expense of local organization by one union alone, the new scheme is expected to avoid jurisdictional disputes and simplify bargaining as well as result in economies for the parent bodies.

Although not immediately concerned, the American Federation of Radio Artists is supporting the plan and may be expected to participate as soon as an occasion arises. The plan itself was worked out by the National Assn. of Broadcast Unions & Guilds, of which Oliver W. Nicoll is national chairman. RTDG board member, Ernest Ricca, was active with Newman Burnett, national executive director of RTDG, in organizing the Philadelphia and Detroit locals.

Officers elected in Philadelphia were Edmund Rogers, president; John Hirst, vice president; Hal Mathews, secretary-treasurer. Pro-tem officers elected in Detroit were Shields Dierkes, president; Rubin Weiss, vice president; Joseph Schneiders, secretary; Robert Simons, treasurer.

First negotiations will be with WFIL Philadelphia. No date has been set.

SWG STRIKE VOTE

TV Terms One of Major Issues

FAILURE to reach agreement over television terms is one of the major causes which last week culminated in a vote by Screen Writers Guild members to strike against major motion picture studios. The almost unanimous vote affecting 1,165 screen writers, 656 of whom are active members, followed breakdown of long negotiations with the producers over a new contract on the question of TV terms, separation of rights and minimum wages.

On the television question, the guild objected to the long period of time producers would allow to elapse before television terms could be negotiated. Producers had offered to negotiate on all questions relating to TV one year and eight months after signing the present contract. Then if no agreement were reached after seven months, either party could give a six-months notice of abrogation. SWG considered this "dangerous."

Guild also had demanded, and was refused, a clause in the contract to the effect that, if the studios granted any TV terms to any other union before their own contract was signed, the terms would be applicable to SWG as well.

Producers also refused to grant the guild's request for separation of rights clause for several categories including radio and television. Such rights are now granted on unproduced or unpublished original stories purchased by a studio with a contract which includes employment of a writer to do a screen play or revision. Contract involving purchase of the story contains a clause in which each right is separately stated and paid for by a specific amount. Studios offered to extend this clause to dramatic and publication rights, but balked at extending it to radio and television rights.

A 60-day intent to strike was expected to be filed late last week. According to Karl Tunberg, SWG president, the strike, if not averted in that period by mediation or further negotiation, could take the form of one-day strikes, those against individual studios or an industry-wide strike demonstration.

Radio Writers Guild and Dramatists Guild have pledged their support to the strike. Further support was expected by other groups comprising the eastern-headquartered Authors League including eastern SWG, Television Guild and Authors Guild.

Wilkes to WBAL-TV

WBAL-TV Baltimore last week appointed Arnold Wilkes, an educator, to the post of program manager. Mr. Wilkes has been an instructor in speech and drama at Middlebury College, Middlebury, Vt., and has been TV director for WRGB (TV) Schenectady, N. Y., as well as WSYR-TV Syracuse.

TV EDUCATION

WBAL-TV Holds Clinic

SECOND Educators Television Clinic, held last Wednesday by WBAL-TV Baltimore, featured a demonstration of two-way television as applied to teaching. By using a "horizontal wipe" technique which has been newly developed by the station, viewers were able to see both the teacher and pupils although the teacher was in the WBAL-TV studios while the pupils were in a class several miles away.

In addition to the 75 educators gathered for the clinic, sixth grade geography classes in 21 Baltimore schools received the telecast.

Dr. Franklin Dunham, chief of the division of radio and television education, U. S. Office of Education, Washington, was the principal speaker. The all-day session was under the chairmanship of Dr. J. Carey Taylor, Baltimore assistant superintendent of public schools. Eleanora B. Kane, radio and TV specialist of the Baltimore board of education, prepared the material for the teaching demonstration.

TVA REJECTS

L.A. Offer 'Unacceptable'

TERMING them "completely unacceptable and impractical," Television Authority last week rejected counter-proposals for minimum wages and conditions for performers on Los Angeles television programs offered by five local TV stations (KTSL KNBH KTLA KECA-TV KLAC-TV) with whom it had been negotiating.

KLAC-TV, which had earlier refused to negotiate with the union until TVA received NLRB certification [BROADCASTING • TELECASTING, Dec. 4], reversed the decision somewhat and has agreed to negotiate, subject to later certification of TVA.

Basic objection to the stations' proposals was the calling for payment on an hourly basis, whereas TVA asks for payment by programs plus rehearsal fees [BROADCASTING • TELECASTING, Nov. 6].

Station proposals, said to be from 64% to 75% of minimum motion picture scales for performances at major and independent motion picture studios, call for:

Freelance (weekly) stipend of $110.25; four-week staff performer, $104.74; 13-week staff performer, $99.23. Incidental performers would receive $50; beginners $45.

Rates for day players would be $15.45 for two hours; $22.05, four hours; $36.75, eight hours. Extras would receive $10.11.

TVA is asking $75 for one-hour program; $50, half-hour program; $35, 15 minutes. All plus rehearsal fees. Latter fees would be $6 an hour with minimum of five hours rehearsal required for hour program; three hours for half-hour; hour for 15 minutes.

Both groups meet again tomorrow (Tuesday) for further talks.

Cable Allocations

(Continued from page 53)

tion last October, FCC pointed out that the current quarterly allocation of usage of 19 intercity TV channels gives NBC-TV 160 out of 399 possible hours of usage per week in the "preferred" 8-11 p.m. time segment; CBS-TV, 114 hours; ABC-TV 49, and DuMont TV 36, with the remaining 40 open for further assignment [BROADCASTING • TELECASTING, Oct. 23].

New Plan Described

In their petition for another postponement of the hearing date last week, Messrs. Smith and Werner described the new plan as an "agreement among the networks upon certain principles and procedures to be followed by them in resolving their conflicting requirements for intercity video transmission service."

They said representatives of each network had indicated that postponement of the hearing "for an indefinite period" was desirable "to permit opportunity to study the usage of intercity video transmission resulting from the above-mentioned agreement . . ." Counsel for individual licensees and other participants in the proceeding, they said, offered no objection to a delay while the possibility of indefinite postponement is under study.

RADIO-TV ALMANAC

Dunlap Traces History

RADIO AND TELEVISION ALMANAC. By Orrin E. Dunlap Jr., New York: Harper & Bros., Jan. 3, 1951. About 200 pp. Illustrated. $4.

IN 1910, on Jan. 30, readers of the *Kansas City Times* were presented this headline: "Television on the Way."

In the story, a report on experiments in France by M. George Rignoux and M. Fournier, they read a more provocative quotation of the Frenchmen, who asserted: "We hope soon to transmit the colors as well."

Thus one intriguing facet of the development of radio and TV is chronicled in Orrin E. Dunlap Jr.'s newest work, *Radio and Television Almanac*. Similarly, all facets of the art are historically highlighted in the book, called by its author a "record of facts and dates that tell the story of progress step by step, linked with the names of the men who blazed the trails."

Retracing these trails with the author—meeting the people who pioneered them, catching a glimpse of each event in its setting—should loose a flood of vibrant subject ideas upon any human interest storyteller and stir the imagination of broadcaster and layman alike.

Wide Radio Background

Mr. Dunlap, now RCA vice president in charge of advertising and publicity, has observed firsthand many of the historic developments which he relates. Beginning as a wireless amateur in 1912, he was an operator with the Marconi Wireless Telegraph Co. of America by 1917 and during World War I was a U. S. Navy radio operator. From 1922 to 1940 Mr. Dunlap was radio editor of the *New York Times*, joining RCA in the latter year.

The author began his compilation of historic background in 1922 when he joined the *Times*, and since then has kept the diary up-to-date for his own use, "registering names and dates before they were dimmed or lost with the passing years." His personal contact with Marconi, de Forest, Zworykin, Tesla, Alexanderson, Sir Robert Watson-Watt and other pioneers in both radio and TV has prepared the author uniquely for the writing of the *Almanac*, his 12th book in the field.

The *Almanac*, with eight chapters, also offers annexes on past and present officials of FCC, NAB, TBA, RTMA and IRE.

Chapter 1 relates the "Dawn of Electricity" from the observation of the electrical properties of amber in 640 B. C. by a Greek, Thales of Miletus, to conception of the Morse code in 1843 by Samuel F. B. Morse and Alfred N. Vail. Succeeding chapters detail discoveries that led to wireless, the Marconi era, radio during World War I, opening of the broadcasting era, radio-TV advances of the '30s, radio-TV in World War II and postwar radio-TV.

To illustrate the thoroughness of the volume, despite its brief, outline treatment, here is further example of the wealth of TV background alone which awaits the reader.

The *Almanac* relates that as early as 1842 the English physicist, Alexander Bain, identified as the "father of facsimile," TV's nearest relative, "conceived the basic principles of transmitting pictures by electricity, thereby solving the problem in its broadest aspects."

In 1875 John Kerr of Scotland discovered the polarizing property of a solution of nitrobenzene when subjected to high voltage, the volume notes, with the resulting Kerr cell later becoming a vital part of early large screen TV projectors using a mechanical scanning system.

Three years later Sir William Crookes, English scientist, is related as demonstrating the first cathode rays, while in 1884 the German Paul Nipkow invented the TV scanning disc. By 1890 C. Francis Jenkins had begun his search for new appliances needed for success of the Nipkow invention, the *Almanac* notes.

Another German, Karl Ferdinand Braun, in 1897 constructed the first cathode-ray oscilloscope "capable of scanning with an electron beam," the *Almanac* cites, while in 1907 Boris Rosing of Russia and A. A. Campbell-Swinton of England "separately and simultaneously published methods of electrical image reproduction using electromagnetic means of scanning." The same year Arthur Korn sent a picture of French President Fallieres by wire from Berlin to Paris in 12 minutes.

In June 1908, Campbell-Swinton wrote *Nature* magazine a letter titled "Distant Electric Vision," Mr. Dunlap relates, which "suggested that the photoelectric effect, discovered in 1873, was the key to electric vision."

By 1925, the book recalls, John L. Baird was demonstrating radio "shadowgraphs" in London while in the U.S. Mr. Jenkins was demonstrating "mechanical television apparatus using a rotating scanning disk" between Anacostia Naval Air Station and his laboratory in Washington. From this time on, developments occurred fast in TV, including color, the *Almanac* citations show.

In 1928 Dr. V. K. Zworykin was granted a patent which related "principally to color television," the *Almanac* explains. It was filed in 1925. Also in 1928 Bell Telephone Labs. demonstrated color TV in its laboratory in a wire hookup. Experimental TV broadcasts accelerated through the '30s, even including trans-Atlantic monochrome pickups, Mr. Dunlap notes.

1940 Color TV

On Feb. 6, 1940, he recalls, RCA demonstrated closed circuit color TV to FCC, produced by "electronic and optical means" and using "no mechanical or rotary parts." Three cameras and three kinescopes were employed, he relates, with pictures of 120 fields, 441 lines resulting.

On Aug. 29 of that year, Mr. Dunlap's book records, CBS announced "television in color by means of a mechanical method, developed by Peter Goldmark."

In 1941, on Feb. 20, "television pictures in color were first put on the air by NBC" from the Empire State Bldg., the volume relates, using a 6-mc "sequential mechanical system" of 441 lines, 120 fields and 60 frames. On May 1 of that year RCA-NBC "made successful tests with first projection-type color television receiver using mechanical methods."

As World War II drew to a climax in mid-1944 tri-color tube patents were applied for by Prof. Charles W. Greer and Dr. Alfred N. Goldsmith, the latter also arranging "for a patent on a color television system using one or three guns and a tricolor target on which vertical strips of red, green and blue phosphors are scanned horizontally with circular or elliptical scanning beams to produce a tricolor image." This patent was issued Nov. 18, 1947, and assigned to RCA, Mr. Dunlap writes.

A "continuation in part" of his 1944 application was filed by Dr. Goldsmith July 19, 1947, seeking patent on a "3-gun color television system using a 'masked-target' color kinescope and dot-like screen," Mr. Dunlap states.

In similar detail he reviews the full postwar development of monochrome and color TV up to Sept. 1, 1950. He outlines the background of the 1946-47 color hearing, in which FCC denied CBS' petition for commercial color-casting on its wideband system, and the 1949-50 proceeding, in which Brig. Gen. David Sarnoff, RCA chairman of the board, testifying before FCC on May 3, 1950, "stated color television had advanced technically to the point that justified setting of standards on a regular commercial basis; he recommended standards be based on the RCA all-electronic, completely compatible system operating on the 6-mc bandwidth."

Another historic aspect of radio-TV treated as vividly by the *Almanac* includes Gen. Sarnoff's memorandums in 1915-1916, when assistant traffic manager of Marconi Wireless Telegraph Co. of America, proposing a "radio music box" and outlining future possibilities of public broadcasting.

Similarly, the *Almanac* relates the principles of radar were discussed in 1900 by Nikola Tesla while in 1902 the first patent on FM was applied for by Cornelius D. Ehret of the U. S.

These brief citations serve to show the wealth of historic detail to be found in the *Almanac*, "this log of radio milestones," as the author states, "a compendium of 'firsts' in wireless, inventions, patents, industrial progress, commercial applications, and 'firsts' in broadcasting, radiophoto, facsimile, television and radar as well as radio's important record in the two World Wars."

Allocations

THIRTY day notice will be given by FCC concerning commencement of the city-by-city allocation portion of its overall TV proceeding, the Commission announced last week. FCC also reported that should any revision in specific allocations be required as a result of evidence adduced in earlier phases of the hearing, due notice of any proposed revisions will be given and all parties will have opportunity to submit comments. FCC fortnight ago completed the major part of the educational TV phase of the case, with remainder to be heard Jan. 15 [BROADCASTING • TELECASTING, Dec. 11].

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Duchess

IT IS NO SECRET

On Records: Jo Stafford—Col. 39082; Three Suns—Vic. 20-3976; Bill Kenny—Dec. 27326; Bob Houston—Lon. 871; Stuart Hamblen—Col. 20724; Ozie Waters—Coral 64069; Ray Smith — Lon. 16051; The Mariners — Col. 39073; Rosalie Allen & Elton Britt—Vic. 21-0405; Joe Allison—Cap. 1308; Hank Garland —Dec. 46281; Kitty Kallen—Richard Hayes—Merc. 5564.

BMI

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NEA COMPLAINT

Charges TV Ad 'Untrue'

FURTHER criticism of the "child appeal" television advertising campaign launched in November by American Television Dealers and Manufacturers was leveled by the National Educational Assn. in a complaint filed with the Federal Trade Commission last Tuesday.

NEA charged that the published advertisement of Nov. 15 is a "distinct departure from the high ethical standards to which most advertisers subscribe today" and questioned the statement that educators agree "regarding salutary effects of television" on children.

The association referred to a portion of the first spread in which some educators and authorities expressed convictions that TV is a virtual necessity to the children's morale and social standings. The tenor of succeeding ads was modified to accentuate "positive" aspects of set ownership.

Meanwhile FTC, which has been conducting an inquiry into the "truth or falsity" of published and broadcast advertisements, revealed last week it has received all data requested from Ruthrauff & Ryan Inc., agency handling the controversial campaign, and individual manufacturers. The probe has been initiated by the commission's Radio and Periodical Advertising Division, which asked set-makers and the agency to furnish "specimens" of all TV ad copy the past three months [BROADCASTING • TELECASTING, Dec. 4, Nov. 27].

File FTC Complaint

In filing its complaint with FTC, which is expected to issue a stipulation-agreement for compliance by the group and agency, NEA asserted that its executive committee and board of trustees had taken similar action. The association claims a membership of about half a million teachers.

"Both the implications and the language of the advertisement . . . are misleading," Willard E. Givens, NEA executive secretary, said in announcing the complaint. "The statement made that educators agree regarding salutary effects of television is untrue."

Mr. Givens declared that some TV shows at present are "harmless entertainment" and even "educative in nature," and felt television can and should be made a "remarkable instrument of education," because it employs long-proved technics of visual education now used in thousands of classrooms.

But, he contended, educators as a whole are "far from approving many of today's television shows" and many, in fact, fear permanent harmful effects on children. The statements in the Nov. 15 ad are "meaningless," and the implications and language are "harmful both to television and education," he added.

film report

AVON PICTURES, new television film production firm has been formed in England by **Sol Lesser,** producer, and **Douglas Fairbanks Jr.,** film actor. Firm to produce 28-minute film versions of Shakespearian plays. Rights to "Julius Caesar" and "Antony and Cleopatra" have been acquired.

The Vitascope, French lens system will be used by Mr. Lesser. System combines use of still photographs of sets and backgrounds with live action on bare stage. Mr. Lesser believes use of lens will effect great economies both for live and filmed television.

Richard Oswald, veteran motion picture producer, has formed new firm in Hollywood, **Richard Oswald Productions.** Studios are located at 7133 Sunset Blvd., phone Gladstone 6777. Firm has completed first in series of 13 half-hour dramatic shows based on incidents in lives of famous people. First film titled "Meyerling," others to include Lord Nelson, Theodore Roosevelt, Beethoven, Wagner, and Nicholas of Russia. Series expected to be completed by March 1951, cost per film is said to run approximately $15,000.

* * *

Sterling Films Inc., New York, has announced sale of "Merry Christmas," Vienna boys choir film, to 53 TV markets. . . . Same firm providing CMQ Cuba with 1,000 TV films during 1951. . . . **Alexander Film Co.,** Colorado Springs, Col., has completed 52 spots for five accounts. Thirteen were for **Apex Electrical Mfg. Co.,** Cleveland, agency **Meldrum & Fewsmith Inc.,** same city; 13 for **Philco Corp.,** Philadelphia, agency **Julian G. Pollock Co.,** Philadelphia, and 13 for **Seiberling Rubber Co.,** Akron, Ohio, agency **Meldrum & Fewsmith Inc.**

Canadian film interests and Ontario government have instigated production of filmed television programs for international distribution. U. S. television technicians are being brought to Ontario to train Canadians for key positions. Studio site has not yet been announced but it is expected to be in Toronto area. Principals in enterprise include **Doherty** theatrical interests of Toronto and **George A. Hirliman,** New York.

* * *

Swank Films, Dayton, Ohio, announces move to new quarters at 627 Salem Ave., phone TA 4192. . . . **John Sutherland Productions,** Los Angeles, doing series of 14 two-minute live-action films for **Ford Motor Co.** (Lincoln-Mercury) for CBS-TV *Toast of the Town.* Agency: **Kenyon & Eckhardt Inc.,** New York. Firm also doing 16 live action films for **Armour Packing Co.** Included are seven two-minute films on behalf of firm's meat products; five 30 second films each for Dial soap and Dash (dog food). **George Gordon** directs. Agency: **Foote, Cone & Belding,** Chicago.

Fairchild Engine & Airplane Corp., Hagerstown, Md., believed to be first aircraft manufacturer to establish TV news release system within its public relation department. Idea was first promoted in Washington and Baltimore areas where film was offered TV stations with no strings attached. Recently Fairchild C-119 Packets were seen by televiewers on Camel News Caravan, Telenews and American Forum of the Air as a "trailer" showing paratroopers bailing out of the twin tailed planes.

Ziv Television Programs Inc. announces its specially TV-filmed *Cisco Kid* sold on syndicated basis to local and regional advertisers is being telecast over 33 stations. Film was first made available Sept. 5.

ASSN. OF Documentary & Television Film Cameramen (ADTFC) announces its affiliation with National Assn. of Broadcast Engineers & Technicians (NABET) with offices at 48 W 48th St., New York.

VIDEO COMPETES

For Magazines' Ad Dollar

MAGAZINES are more aware of television as a competing medium for the advertising dollar than ever before, an independent survey reveals.

The U. S. Chamber of Commerce's Committee on Advertising has released results of its survey of national magazine advertising managers. Representatives of some 46 publications were queried. Of that number, 50% answered. Emphasis was placed on measurement of the effect on national publications by TV, which is "competing for the national advertising dollar."

At least 40% of the replies found TV taking some slice of business, particularly in new accounts. Balance of the respondents reported little effect. The period studied was 1950 in comparison to 1949.

The committee reported specialized publications, such as business news magazines, appeared to be immune from TV competition. One correspondent said TV as a growing advertising medium is competing for the same advertising dollar and therefore there is bound to be some effect. Another observed that "as television became a more important mass medium for information and entertainment, magazines will be forced to adapt themselves to more selective audiences."

CONSUMER MARKETS

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fills the needs of national advertisers, advertising agencies, market analysts, media sales and promotion managers for accurate, up-to-date, detailed market facts on every state, county and city of 5,000 and over in the United States.

One agency partner says: "We turn exclusively to CONSUMER MARKETS, because it has the SRDS statistical assembly know-how developed to a remarkable degree of accuracy."

Note to publishers, radio and TV station managers: Review a copy of the current 1950-1951 Edition of CONSUMER MARKETS and see for yourself why it will pay you to arrange now for a Service-Ad to represent your medium near your market's listing in the forthcoming 1951-1952 Edition. Your prospects use CONSUMER MARKETS when they're comparing markets.

882 pages of accurate, up-to-date market figures with state-county and major market area maps, organized for greatest working convenience.

Consumer Markets

Published by Standard Rate & Data Service
Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Ill.
New York • Los Angeles

INTERMISSION time at the TBA Clinic found the following TV-broadcasters seated together (l to r): Seated, Allen B. DuMont, Allen B. DuMont Labs; Eugene Thomas, WOR-TV New York; John Kennedy, WSAZ-TV Huntington, W. Va.; standing, Gaines Kelley, WFMY-TV Greensboro, N. C.; Lawrence Lowman, CBS; Dan Schmidt III, George P. Hollingbery Inc., New York; Paul Raibourn, Paramount Television Productions, New York.

* * *

AMONG TBA members meeting at the Television Clinic (l to r): Seated, O. L. (Ted) Taylor, O. L. Taylor Co., New York; Harry C. Wilder, WSYR-TV Syracuse; John Murphy, WLWT (TV) Cincinnati; standing, John Fetzer, WKZO-TV Kalamazoo; E. K. Jett, WMAR-TV Baltimore; Mort Watters, WCPO-TV Cincinnati. Mr. Waters was a featured speaker (see opposite page).

* * *

STRESS LOCAL SHOWS

TBA Clinic in New York

STAR performer of the TBA Television Clinic, held Dec. 8 at New York's Waldorf-Astoria, was John M. Outler Jr., general manager, WSB-TV Atlanta, whose comically cogent remarks contained more humor than the highly-heralded luncheon talk of Ed Wynn and more sense than many of the more soberly presented papers.

Mr. Outler "stopped the show" for the TBA audience. Excerpts from his talk, titled "Catering to the Local Audience," follow:

"After batting around for now nearly three years in this fascinating labyrinth of a new phase of mass communications, trying to find the northern passage to India, I've come to at least *one* definite opinion. All television stations and all television markets are peculiar unto themselves, and the average of problems to be found in any one of them is always above the average . . .

"From the very beginning of our operation, we have programmed on a seven-day-a-week basis and at this present moment are pumping out decibels (or whatever they are) some 92 hours each calendar week, with better than 20% of that done as live, studio-produced, honest-to-goodness local programs—home raised and hand spanked.

"In these two short and exciting years of our existence, set population in the area served by WSB-TV has grown from a comparative nothing to the very comfortable total of better than 80,000 homes. And if we don't run into too many set production woes in the near future, we'll be able to do some more boasting the next time we meet. . . .

"Crisis piled on top of crisis—And do you know, there's a very interesting observation right there. As far as I know, not one of those crises was ever completely solved. Before we could get one worked out, another would be looking right down our throat. So, we'd just let the first one lay there in the floor and rot until it got super-imposed . . .

Audience Facts

"There's one fact that stands out clearly in the mists of our television morning—an amazing fact that is stunning in its stark simplicity. The audience is composed of people, ordinary people, folks who have debts and dyspepsia, modern gals not afraid to be seen in a Bikini bathing suit and cautious old men who wear both belt and suspenders, rich folks and poor folks, families who rather like to gather in the living room every now and then and just enjoy being together. . . .

"They are the same people who have been, and still are, in our radio audience. And strangely enough, they haven't changed a great deal. They've got the same tastes and preferences, the same predilections and prejudices, the same phobias and inhibitions. And in a most unreasonable manner, they insist on exercising these emotions. . . .

"All television audiences are local audiences, whether they are tuned to the plush palaces of Manhattan or to a signal coming from a Quonset Hut in Split Lip, S. C. And of fine significance, there's a definite civic pride which arises in the community when a television station gets born there. It's like getting a new public hospital, or a new university, or any community asset for the benefit of all the people. It's front page stuff for the newspapers and if the newspaper happens to be the licensee, mister, it's a reporter's paradise.

"The electronic peculiarities of the television signal warrant further the local aspect of the audience. The engineers tell us that the thing won't bend, it doesn't reflect, and that it ain't on speaking terms with distance like we know a radio signal. Even the folks who sell you the transmitter will tell you that it's limited to local, and even the magic of the coaccidental cable doesn't alter that unabashed reality.

Local Formula

"And it has always seemed to me that when you combine the two elements of local audience and local transmission you ought to get a spark. And you do. The catalyst in the formula is, however, local programming—sure enough local programming—not western hoss-opera or the threadbare by-products of a money-hungry movie producer (though the Lord knows how we would have survived without 'em) but local programs with lights and cameras and action and foils who amount to something within your own city's walls.

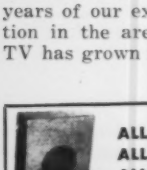
"It's entirely true that any well-run station has got to have a backlog of network programming to make the wheels go round. It's mighty comfortable to have a generous sprinkling of top network efforts in your schedules and as long as you are operating on the blond side of the ledger these network shows don't have to be in the top 10. And it doesn't make too much difference who the sponsor is.

"But the interest of the audience in network programs is an impersonal matter. The loyalty of the audience is a program loyalty and not a loyalty to the station which carries the show, or to the network which originates the effort. Please believe me, this is by no means putting the whammy on network shows, or the evil eye on that which comes from the flesh-pots of Gomorrah On-The-Hudson. The point I'm driving home is that the only way to tie a local audience into a local television station is with live, local programs. And have you any doubts about it, I can point to a locally produced program in Atlanta, *Rich's In Your Home*, which enjoys a modest 80% tune-in 5 days a week.

Cites Dangers

"That television operation content to be a repeater station or a satellite for two, three or four networks, with a little film thrown in to chink up the cracks in the schedule, is living under the sword of Damocles and like the man who for breakfast just raised the window and chewed on a foggy morning. And if you want proof of that opinion, just study the set population figures in those markets served by stations who do not have a local slant in their programming, or who are indifferent towards its development in their mad scurry to reach the fiscal break-even point. It's pretty plain.

"After all, the only way to make money in television is to provide


PLAYS
ALL SPEEDS 78, 45, 33 RPM
ALL SIZES 7-17½ inch
ALL KINDS OF RECORDS
High Fidelity—Low Priced from $24.95-$64.50
Catalog Upon Request
AUDIO-MASTER
341 Madison Ave., N. Y. 17, N. Y.

enough circulation to justify rates. And those rates have got to be high enough to meet expenses and competitive conditions and still leave a little for the brave pioneer who put up the original dough. And the only way to get that circulation is through program appeal to your own folks—to the folks who live on your Main Street and not on Broadway, the local folks whose likes and dislikes should be known to the station operator like the lines in his hand—through program appeal to the people in your community who begin by regarding the television station as a local asset and want to keep on doing so—if the station will help.

"And it's tough to maintain very much local aspect if the entire week's schedule is flavored of New York and Hollywood.

"I grant you that this whole attitude smacks of provincialism but, as I see it, it's just simple economics and plain pragmatism. The claim that local live programs—done in studios—produced by people—utilizing cameras and sets—that all of these things cost money is immediately countered with the hard fact that the eventual prosperity of the station is in direct ratio to its recognition of the local nature of its audience—and how much and how well that audience is catered to.

"The television station which knows its audience and programs to that audience—the TV station which is part of the community which gives it being—which does something of its own recognition to be a part of that community—is the TV station which will survive the economic blasts which will come when the audience finally gets the privilege of full and free selection."

HURRELL FORMS

New Production Firm

HURRELL PRODUCTIONS Inc., new Hollywood firm to engage in production of both live and animated pictures for TV and commercial uses, has been organized and filed incorporation papers with California Secretary of State in Sacramento.

Firm will be headquartered in the Walt Disney Studios, 2400 W. Alameda Ave., Burbank, Calif. George Hurrell, New York photographer, is president and manager, with Roy O. Disney vice president and Paul Pease, secretary treasurer. Gunther R. Lessing is general counsel.

Messrs. Disney, Pease and Lessing are also officials of Walt Disney Productions Inc. Along with George and Phyllis B. Hurrell, they also make up the board of directors of the new organization which is capitalized for 10,000 shares of $10 par value. No public issue of stock is planned, it was said.

Mr. Hurrell, currently in New York, will close his studio in that city, returning to Hollywood late this month. He will continue still photographic work along with his new activities.

TV BROADCASTERS assembled after a speech at TBA Clinic, Dec. 8, Waldorf-Astoria, N. Y. (l to r): Paul H. Raymer, Paul H. Raymer Co., N. Y.; John M. Outler Jr., WSB-TV Atlanta; Marshall Rosene, WSAZ-TV Huntington; Dwight W. Martin, WLWT (TV) Cincinnati; standing, Don Campbell, WBRC-TV Birmingham; Walter Haase, WDRC Hartford; Otto Brandt, ABC, N. Y.; Reynold Kraft, Paul H. Raymer Co.

WCPO-TV OPERATIONS

Watters Reports on Progress for TBA Clinic

WHEN WCPO-TV Cincinnati went on the air in July 1949 "it seemed apparent that the income from the few nighttime announcement availabilities and network income would never get WCPO-TV out of the red, let alone provide a profit," M. C. Watters, general manager of the station, told the Television Clinic of Television Broadcasters Assn., held Dec. 8 in New York.

Mr. Watters

So, Mr. Watters reported, his station from its inception started its telecasting day at noon and signed off at 11 p.m. seven days a week, although the other two TV stations in Cincinnati operated only from late afternoon to 9:30 or 10 p.m. and one was on only six days a week. When in October 1949 WCPO-TV became interconnected it pushed its starting time back to 10:30 a.m., running continuous programming until 12:30 or 1 a.m.

"We kept those hours all last winter and spring and finally, in August of this year, our sign-on time became 6 a. m. seven days a week, with sign-off time after midnight or 1 a.m. Saturday sign-off is 2:15 a.m., Mr. Watters said. Noting that with such a schedule "it was and is especially important that our daytime programming be of such calibre that it would make set owners use their sets and to induce further sales of TV sets in the market," Mr. Watters quoted a Videodex survey made in Cincinnati in September showing the following percentage of TV homes with sets tuned to at least one program during the five weekdays:

6:30 and prior to 9 a.m.	27.4%
6:30 and prior to 11 a.m.	35.2
6:30 and prior to 1 p.m.	44.4
6:30 and prior to 3 p.m.	52.6
6:30 and prior to 5:30 p.m.	64.8

"It might be of interest to point out that, with the exception of the one feature film WCPO-TV has at 8:15 a.m., all daytime programs are live and are run back-to-back in one studio," Mr. Watters said, adding: "Our policy of news every hour comes in handy. We use these valuable two minutes to move scenery, cameras and lights to set up for the next show." WCPO-TV is now building a second studio "for better handling of our more formal nighttime local shows," he said.

A typical day's schedule looks like this, he reported:

6-7 a.m.	*Morning Merry-Go-Round* (hillbilly)
7-7:30 a.m.	*Kids' Show*
7:30-8 a.m.	*Santa Claus*
8-8:10 a.m.	*News*
8:10-8:15 a.m.	*Morning Exercises*
8:15-9:30 a.m.	*Morning Movie*
9:30-10:30 a.m.	*Coffee Club* (audience participation)
10:30-11 a.m.	*Bill Dawes* (half-hour disc jockey show)
11 a.m.-noon	*Al Lewis' Drug Store* (local variety show)
Noon-12:15 p.m.	*Man on the Street*
12:15-1 p.m.	*Mid-Day Merry-Go-Round* (hillbilly)
1-2 p.m.	*Kitchen Show*
2-3 p.m.	*Meet the ladies* (audience participation)
3-5 p.m.	*Paul Dixon's Music Shop* (two-hour disc jockey show)
5-6 p.m.	*Six Gun Playhouse* (Western movie)
6-7 p.m.	*Six Gun Theatre* (Western movie)

TV CAN INFORM

Landsberg Cites CD Role

TELEVISION is the only medium that can quickly educate the American people on how to protect themselves and how to give first-aid treatment to the wounded in event of an atom bomb attack, Klaus Landsberg, vice president, Paramount Television Productions Inc., and general manager of KTLA (TV) Los Angeles, told members of the Public Health Assn. of Southern California at a meeting Dec. 8.

Placing the full responsibility of such education on the shoulders of such organizations as the health association, Mr. Landsberg urged it to use television without delay in showing the people how they can protect themselves.

Response to a recent experimental telecast carried by KTLA from the Naval Reserve Training Station, Hawthorne, showing treatment of simulated wounds from an atom bomb attack showed beyond a doubt, Mr. Landsberg said, the "tremendous concern and feeling of insecurity of our population and its resulting desire to learn from the people who know."

"We, in television," he said, are "ready, willing and anxious to deliver to you an audience of 3 million people in Los Angeles alone; the responsibility to use television without delay and to show the people how to protect themselves falls squarely on the shoulders of organizations such as yours . . . there is no time to hesitate."

PROGRAM *KFI-TV University*, aired on KFI-TV Los Angeles, endorsed by 10th District, California Congress of Parents and Teachers as program suitable for all age groups. The 25-minute program, produced in cooperation with U. of Southern California, is telecast five weekly.

NRP

IF YOUR AM-TV-FM STATION NEEDS

promotional ideas sold to produce cash revenue of from $200 to $1,000 per week, Wire, Call or Write

Edgar L. Bill — Merle V. Watson

Julian Mantell, Sales Manager

NATIONAL RADIO PERSONALITIES

Peoria, Illinois —— Phone 6-4607

★ We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.

FARM VIDEO

NARFD Group Gives Aids

RADIO farm directors have a "place in television because set sales in rural homes have been strong in those areas where TV is available," according to the National Assn. of Radio Farm Directors 1950 Television Committee.

In an annual report, the outgoing 1950 group, headed by Mal Hansen, WOW-TV Omaha, prepared a number of suggestions to guide future committees to be named by NARFD President-elect Phil Alampi, WJZ New York, when he takes office in January (see story, page 41).

The committee, acting on the premise that many RFDs will be confronted with TV problems, recommended that future committees (1) provide success stories of farm TV shows for stations contemplating such programs; (2) urge the U. S. Dept. of Agriculture and other agencies to orient their own specialists on video's "pitfalls"; (3) provide a list of successful TV shows produced by farm departments, outlining techniques, subject matter and other data, and suggest that RFDs maintain close contact with USDA for research services.

Major Problems

Major TV problems as seen by the Television Committee:

1. Time demands on TV are amazingly heavy for a young industry. RFDs may find that educational programming will be forced into a back seat because of the entertainment schedule. Therefore, RFDs will be forced in most instances, to sell their own organization on the idea that the TV audience is interested in agriculture as a business, a way of life on farming's effect on the daily life of the consumer. Listener interest in food, marketing, and gardening is intense and this factor should be brought to the attention of the station management.

2. The current extension of TV schedules to include more daylight hours, with a trend toward the noon hour will provide a greater outlet for farm telecasting, and provide one of the best possible listening periods for rural people. RFD's greatest opportunity may come at this hour. However, RFDs must attempt to influence TV administrative personnel in the need for Class A time general audience shows in the evening. This means, too, that RFDs must produce TV programs that can compete with entertainment features. RFDs, therefore, have the problem of mustering all the showmanship at their command in selecting, arranging, and producing shows.

3. A low budget for local programming may hinder the assistance that RFDs need in building shows. Therefore, shortcuts in production should be outlined.

4. Specialists provided by extension services, colleges, and universities, know their subject but are often uninformed or lack the imagination necessary to use the demonstration technique properly. TV steps up the need for specialists with a flare for showmanship. They will find a greater outlet in TV.

5. Farm TV shows with an educational purpose often have a tendency to get lost in a maze of detail. Simplicity is a keynote which can be stressed by individuals who can influence TV planning by specialists.

6. There is a lack of understanding among specialists as to type of properties that work best (models, size of charts, color changes, and slides or movies). A standard list of such needs might assist folks new to the field. Educational institutions, extension and government services should provide some means for training specialists in TV techniques and gathering of "tools" for TV presentation.

7. RFDs going into TV should constantly be on the lookout for potential commercial sponsorship as an aid to the commercial department of the station.

8. RFDs have, on occasions, found it important to be able to use both still and movie cameras to build television shows and therefore, a workshop for further instructions on camera techniques should be constituted.

ATAS ELECTION

Stokey Slated as President

MIKE STOKEY, television producer, is slated as the new president of Academy of Television Arts and Sciences, Los Angeles [BROADCASTING • TELECASTING, Dec. 4], following the withdrawal of the other three nominees.

Klaus Landsberg, vice president, Paramount Television Productions and general manager, KTLA (TV) Los Angeles, and James Vandiveer, manager daytime programming, KECA-TV Los Angeles, both declined the nomination on basis of an agreement previously made that station managers would not hold the office of president. Freeman Lust, moderator of a local TV program, withdrew, pleading "lack of time."

Also declining nominations for the latter reason were H. L. Hoffman, president, Hoffman Radio Corp., now second vice president of the group, for the office of first vice president; and Dick Lane, TV actor, for secretary. Election results will be announced at the academy meeting tomorrow (Tuesday).

Included on ballots which have been mailed to members are nominations for awards in 14 different categories. They include:

Cultural, special events, technical or scientific, sports, public service, educational show, children's show, variety, dramatic news programs, games and audience participation, best TV actor, TV actress, outstanding personality of the year.

Two nominations may be made for each program category with the 15 shows receiving most nominations to be submitted to category committees for judgment. In the first five and last three categories, appearances must have been made before Dec. 1, 1950; in other categories shows must have appeared on TV in Los Angeles for at least seven weeks prior to that date.

Chairman of the awards committee is Don Lauritzen, president, Rocket-Lauritzen Advertising Agency. Joseph Coffin, president, Coffin, Cooper & Clay Inc., TV audience research group, is vice chairman. Awards will be announced and presented at the annual academy dinner Jan. 23 at Ambassador Hotel, Los Angeles.

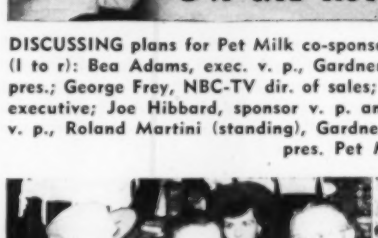
RCA has shipped third RCA-built TV station for operations in Havana to Telenews Co., Alonso, S. A. Station plans to begin operation in early 1951.

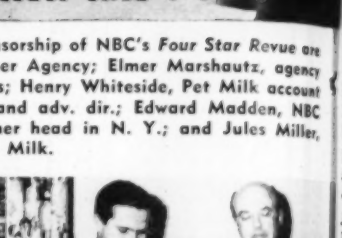
....for the finest in professional tape recording equipment

STANCIL-HOFFMAN

HOLLYWOOD 38, CALIFORNIA

DISCUSSING plans for Pet Milk co-sponsorship of NBC's *Four Star Revue* are (l to r): Bea Adams, exec. v. p., Gardner Agency; Elmer Marshautz, agency pres.; George Frey, NBC-TV dir. of sales; Henry Whiteside, Pet Milk account executive; Joe Hibbard, sponsor v. p. and adv. dir.; Edward Madden, NBC v. p., Roland Martini (standing), Gardner head in N. Y.; and Jules Miller, pres. Pet Milk.





OPENING of new "ranch room" at W. T. Grant Co. in Salt Lake City, prompts KDYL-TV m. c., Emerson Smith, to put on guns for interview with Peter Sando (center), mgr. of restaurants for Grant, and Robert Shurtleff, Salt Lake City store mgr. Store bought hour-long telecast from its new dining facility.

MONTHLY package at cost of $10,000 and calling for daily feature film, 1-2 p.m., on WNBW Washington gets signature of Clayton Sanders, adv. dir. of Peoples Drug Stores of Washington. Seated left is William McAndrew, WNBW gen. mgr. Standing, Charles deLozier (l), WNBW, Wm. Murdock, Murdock Adv.

NASH Coffee Co. sponsorship of *Amateur Chef* on KSTP-TV Minneapolis-St. Paul is made official by (l to r): Miller C. Robertson, sponsor vice president in charge of sales; Lester J. Clark (standing), Nash representative, and Joe MacGaran, account executive, Erwin, Wasey, agency.

CONTRACT for *Santa's Workshop* series on WFMY-TV Greensboro, N. C., is reviewed by (seated, l to r) T. G. Overstreet, vice pres. and mgr. of Ellis Stone & Co. department store, and Bruce Crawford, publicity dir. Standing are Robert M. Lambe (l), and Virgil Evans, WFMY-TV.

DRAWING up final contracts for telecasting of annual Pasadena Tournament of Roses parade on New Year's Day via Los Angeles-San Francisco microwave are (l to r): Harry W. Witt, L.A. mgr., Calkins & Holden, Carlock, McClinton & Smith; Harrison M. Dunham, manager, KTTV Los Angeles; Harry J. Volk (seated), v. p. in chg. western operations, Prudential Insurance Co.; Edward F. Baumer, dir. adv. sales promotion and public relations, Western Home office, Prudential. KPIX(TV) will carry the telecasts in San Francisco.

XUM

air-casters

JOHNNY CLARKE, freelance disc jockey, appointed chairman radio publicity committee by New York State Commission for Blind, for annual Christmas sale in N. Y.

JOHN J. TENGE Jr., D'Arcy Co., St. Louis, to KXYZ Houston, Tex., as promotion manager.

SY FRIEDMAN, assistant photo editor NBC, N. Y., father of boy, Richard Edward, Dec. 6.

ROBERT ANDERSON, research manager ABC Central Division, father of girl, Dec. 1.

JOHN EISENHAUER to WGCB Red Lyon, Pa., as announcer; **JOE TUTKA** to announcing staff KCOH Houston, Tex.; **HARRY ATKINS** to WDKD Kingstree, S. C., as announcer; **JOHN J. WILK** to WTRI Armed Forces Radio Service, U.S. Naval Activities, Memphis.

RAY McLENDON appointed program director WGSV Gunterville, Ala.

PAT McGUINNESS, news and sports director WATL-AM-FM Atlanta, Ga., to WJNO West Palm Beach, Fla.

JOHN MORRIS appointed junior producer WLWT (TV) Cincinnati.

BUD SUNKEL, WDAN Danville, Va., to WXGI Richmond as assistant producer.

JACK FARMER, WATL Atlanta, Ga., to WIBB Macon, Ga., as staff announcer.

TED JONES, disc jockey KNUZ Houston, Tex., father of girl, June Eleanor.

NEWMAN MARSH, auditor NBC-TV Washington, ordered to active duty with Marine Corps.

ROGER STEVENS to WPTR Albany as staff announcer. **ERNIE DAVIS**, WAGE Syracuse, to WPTR announcing staff. **MICHAEL DANYLA Jr.**, sales staff, appointed continuity director, replacing **BETH LEE**, resigns to freelance.

ED VIEHMAN, producer WCCO Minneapolis-St. Paul,. father of boy, Edwin Dennis.

BOB ROTH, WOL Washington, to WTOP Washington as staff announcer.

ED PENDLETON, promotion manager WMAZ Macon, Ga., father of girl, Catherine Louise.

MILLARD HANSEN, announcer WJOL Joliet, Ill., to WDWS Champaign in same capacity.

FRITZ BLOCKI, director-writer and one-time drama critic, signed as producer of Progressive Broadcasting System transcribed *Charlotte Rogers' Movietown News* show.

HARRIET LORD to WPEN Phila. as m.c. of program interviewing outstanding officials. Was with WFPG and WMID both Atlantic City, N. J.

FRED FOY, WXYZ Detroit announcer, father of girl.

JACQUELINE SHARPE and **GEORGE ADAMS** to promotion department WBT-AM-FM and WBTV (TV) Charlotte, N. C.

JIM MITCHELL, announcer-producer WSLS Roanoke, Va., to WDVA Danville, Va., as announcer, replacing **HAROLD STEVENS**, resigned.

EDDY ROGERS, musical director KOA Denver, will have his poem "Grande Lake" published by Emil Ascher Inc., N. Y., in January.

BILL MALONE to announcing staff WMAL-AM-FM-TV Washington. Was with WAVE-AM-TV Louisville.

JACK STANLEY, announcer WCCO Minneapolis-St. Paul, to Progressive Broadcasting System, Hollywood, as staff announcer.

PAUL BARON, program director WOKO Albany, resigns. Future plans not announced.

BOB SEITZER, KFAB Omaha, to promotion department KMTV (TV) Omaha.

ROBERT GUGGENHEIM, KNBH(TV) Hollywood television film supervisor, and Jean O'Donnell were married Dec. 1.

CAMBRIDGE School of Radio Broadcasting, N. Y., announces placement of following graduates: **MURRAY BREISBLATT** to announcing staff WHED Washington, N. C.; **SEYMOUR MILLER** to WCTC New Brunswick, N. J., as announcer; **FRANK PIRAINO** to teletranscription department DuMont Television Network;

News . . .

WILLIAM D. NIETFELD, director of news KFRC San Francisco, to KCBS San Francisco in same capacity.

GLENN CONDON, news editor KRMG Tulsa, elected president of Tulsa Press Club.

ROBERT FULLER, CBS press information staff, father of boy, Alexander Scott.

ART LEAVITT and **FRANK McGEE** to WKY Oklahoma City as newscasters. Mr. Leavitt was with KDAC Fort Bragg, Calif., and KREO Palm Springs, Calif. Mr. McGee was with KGFF Shawnee, Okla., and KITO San Bernardino, Calif.

BERNARD H. KAMENSKE, WCOP Boston night news desk, to WORL Boston as news and sports director. **WILLIAM COLLINS**, *Boston Herald*, to news rewrite desk.

GENE KELLY, sportscaster WPEN Phila., father of girl, Sally Ruth. **MATT GUOKAS**, sports director, elected president of Basketball Writers Assoc. of Phila.

ELECT GIMBEL

Heads Philadelphia Group

BENEDICT GIMBEL Jr., president, WIP Philadelphia, has been elected president of Philadelphia Broadcasters Assn., which he cofounded with Gordon Gray, WIP vice president. Other officers named are Max M. Leon, owner of WDAS Philadelphia, treasurer, and Patrick J. Stanton, owner of WJMJ Philadelphia, secretary.

The association, made up of station executives in the area, plans to set up a mutually-operated office as a clearing house for advertising agency acceptance, exchange of credit information, clearance and allocation of public service announcements and programs, acceptability of program material, and exchange of personnel data.

STU WAYNE of WPEN Philadelphia gave a Big Tiny Tot fire engine party for 1,000 children. A new fire engine from Brooklawn, N. J., came to WPEN to take the children for a ride.

AGENCIES MERGE

Yambert Heads New Firm

FOUR Los Angeles advertising agencies have merged into a single organization known as Yambert, Prochnow, McHugh & Macauley Inc. with headquarters at 220 N. Canon Drive, Beverly Hills, starting Jan. 1.

Mr. Yambert

Ralph F. Yambert, head of Ralph Yambert Organization, has been named president of the new corporation. Raymond E. Prochnow and Phil D. McHugh are vice presidents. J. Stanley Macauley is secretary-treasurer. The latter three headed their own agencies until the merger took place. Along with Mr. Yambert they have been active in Southern California advertising for several years.

Merger was a long-planned move to bring together the four agencies whose advertising specialties will give the new firm "the broadest possible range of services to California advertisers," it was said.

Mr. McHugh will continue to specialize in radio and television.

WMBG Richmond received award from Virginia chapter of American Cancer Society for distinguished service in 1950. Local chapter praised cancer control program broadcast by station.

Reach . . . PLUS!
CKLW
50,000 WATTS
Covering a
17,000,000
Population Area!
The DETROIT Area's Greater Buy!
—at the lowest rate of any major
station in this region!
CKLW with 50,000 watt power is hitting an audience of 17,000,000 people in a 5 state region. This mighty power, coupled with the LOWEST RATE OF ANY MAJOR STATION IN THIS REGION means that you get more for every dollar you spend in this area when you use CKLW—plan your Fall schedule on CKLW now!
Adam J. Young, Jr., Inc.
National Rep.
•
J. E. Campeau
President
•
Guardian Building
Detroit 26
CKLW

allied arts

RCA VICTOR Record Dept. sales, merchandising and promotion executives will move headquarters from Camden to N. Y. Move reportedly being made to bring top department heads in closer contact with activities of artists and repertoire functions located in N. Y. Those affected are **LAWRENCE W. KENAGA**, general sales and merchandise manager; **DAVID J. FINN**, advertising and sales promotion manager; **ROBERT M. MACRAE**, merchandise manager; **EDWARD O. WELKER**, sales planning manager, and **EDWARD DODELIN**, field sales supervisor **GEORGE R. MAREK**, assistant to general manager, appointed to newly created post of director of artists and repertoire.

KATHLEEN DONAHUE, *Chicago Tribune* reporter, appointed editorial director in charge of writing staff Arthur H. Miller public relations office, N. Y.

E-C-O-RADIO PRODUCTIONS, N. Y., announces new 15-minute package program *Newsstand Roundup*. Program made up of highlights from current magazines and will be sold on yearly subscription basis.

C. P. MacGREGOR, Hollywood transcribed library service, announces six new stations have signed as subscribers: KATO Reno, Nev.; KENM Portales, N. M.; KLCB Libby, Mont.; KFDR Grand Coulee, Wash.; KDLA De Ridder, La.; WKBS Oyster Bay, L. I., N. Y. Four subscribing stations also signed for two additional programs: KFRE Fresno, Calif., and WBBM Chicago for *Obsession*, mystery show; WOC Davenport, Iowa, and WONW Defiance, Ohio, for *Hollywood Theatre of Stars*.

ARNOLD MICHAELIS, production supervisor Music Corp. of America, named executive producer for World Video Inc., N. Y.

COFFIN, COOPER & CLAY, L. A. operator of Tele-Que Audience Analysis, to open offices in S. F. in January. **ROBERT T. SEELYE**, from L. A. office, will be in charge.

CHARLES MICHELSON INC., N. Y., radio transcription firm, has sold transcribed Christmas jingles to following sponsors: Washington Shirt Co. over WIND Chicago; Dick's Furniture over WLAD Danbury, Conn.; Joseph's Men & Boys Wear over KSIG Crowley, La.; and Dunlap's Dry Goods over KWB Stockton, Calif.

WORLD BROADCASTING SYSTEM, N. Y., sends Christmas bonus package containing five special feature films for the holiday season. Included among these are: *The Angel With the Cold Nose*, featuring Margaret O'Brien; 15 Christmas songs by The Jesters; *The Christmas Shopping Bag*, a music and continuity program; and musical lists for musical programming during Christmas.

COLUMBIA RECORDS Inc., N. Y., has prepared special half-hour radio scripts for its local distributors to be used in promotion of its "Parades Festival" recordings.

Equipment . . .

HARRY E. McCULLOUGH, assistant to general sales manager Crosley Div. of Avco Mfg. Corp., Cincinnati, appointed manager of radio and television sales section.

Mr. McCullough

JACK M. WILLIAMS, special assistant to public relations director RCA Victor Home Instrument Dept., appointed sales advertising manager.

ROBERT H. PASCHALL, sales manager Reelest marketing and promotion Universal Electronics Sales Corp., Phila., appointed vice president in charge of sales.

JOHN P. BOKSENBOM, treasurer and controller RCA Service Co., appointed vice president in charge of consumer products service division.

TRANSVISION Inc., New Rochelle, N. Y., announces introduction of 1951 TV consoles, combination consoles and table models.

GEORGE W. WALKER, industrial designer and stylist in Detroit, retained by Admiral Corp. for designing TV cabinets.

RCA announces new television antennaplex system, SX-8B, designed and tuned for specified local television channels. The multiple outlet TV antenna system has already been installed in several large cities.

U. S. ELECTRONICS Corp., L. A., moves to new quarters at 2038 Broadway, Santa Monica, Calif.

RCA ENGINEERING PRODUCTS DEPT. releasing new 12-page booklet which provides information on new table model electron microscope.

BARBER-COLMAN Co., Rockford, Ill., now producing reversible motor which can be used as single-phase shaded pole induction motor; single-phase capacitor motor, or two phase motor. Motors available with power ratings up to 1/8 horsepower for continuous-duty service.

THE DAVEN Co., Newark, N. J., announces availability of two new attenuator units. RF attenuation network, model 650, has flat frequency response from DC to 225 mc and can be used as all-purpose laboratory and test instrument. Carrier frequency decade attenuator, Model 795, is applicable to extremely accurate measurements from DC to 200 kc. Further information may be obtained by writing company at 191 Central Ave., Newark 4, N. J.

Technical . . .

TED OCZYPOK, studio engineer WJAS Pittsburgh, returns to work after illness.

RUSH SAWYER, chief engineer WDVA Danville, Va., father of girl.

JACK WHITESIDE, chief engineer in charge of electronic developments Simpson Electric Co., Chicago, going on five month lecture tour for service men throughout country.

BOB DARE Jr. to WPTR Albany as studio engineer.

WELCH HUCKABY appointed chief engineer WGSV Guntersville, Ala.

SENATE CONTROL

GOP Bids for More Voice

JOCKEYING for Senate control in the 82d Congress which convenes Jan. 3 began last week as an aftermath of the GOP election victories last November and the subsequent slimming of the Democratic majority in the Senate to two lawmakers.

First Republican bid for more voice in Senate affairs was a proposal to increase the size of committees in the upper chamber, thus giving new Senators a better opportunity to be placed on key committee assignments. Democratic leadership, however, after a party conference, turned down the recommendation.

The GOP would change the Congressional Reorganization Act which provides for 13-man committees, except on the Senate Appropriations Committee which has a membership of 21. The act also imposes a limit of two major committee posts to each Senator.

S. C. Assn. Meet

SOUTH CAROLINA Broadcasters Assn. will hold its annual convention Jan. 26-27 in Columbia, S. C. Guest speakers and entertainers are being selected for the meeting, which SCBA President Dan Crosland, WCRS Greenwood, hopes will be "the best of our several meetings."

Now! The Bay Area's Most Exciting Home Economist

ANNE TRUAX

in

"Adventures in Home-making"

9:05 to 9:30 a. m., Mon. thru Sat.

KLX 910 on your dial

AND KLX-FM

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Radio Listener Surveys Show 151,200 Eastbay people listen to KLX daily! KLX leads all San Francisco and Oakland independents in 11 out of 12 Hooper periods!

(OAKLAND HOOPER, JULY-AUGUST, 1950)

REPRESENTED NATIONALLY BY BURN-SMITH

SOUTH CAROLINA'S SUPERMARKET

HAS 40% of S. C.'s GENERAL MERCHANDISE SALES

MAKE IT YOURS WITH WFBC

GREENVILLE, S.C.-5000 WATTS

The News-Piedmont Station

NBC For Greenville-Anderson-Spartanburg Markets

Represented by Avery-Knodel

Advertising PAYS in a DAY — on

WGRD

"The People's Station"

Grand Rapids, Mich.

BLAW-KNOX
builds
ANOTHER
RINGSIDE SEAT
to the Events of the World

For its ultra-modern station in the heart of down-town Louisville, WHAS engineers specified a Blaw-Knox Heavy Duty Type H-40 Tower 526 ft. high to support safely its 10,000 lb., 12 bay high gain TV antenna.

Telecasting top-flight national and regional programs, WHAS will open up a new market for TV sets and provide ringside seats for appreciative thousands in the populous and progressive Louisville area.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
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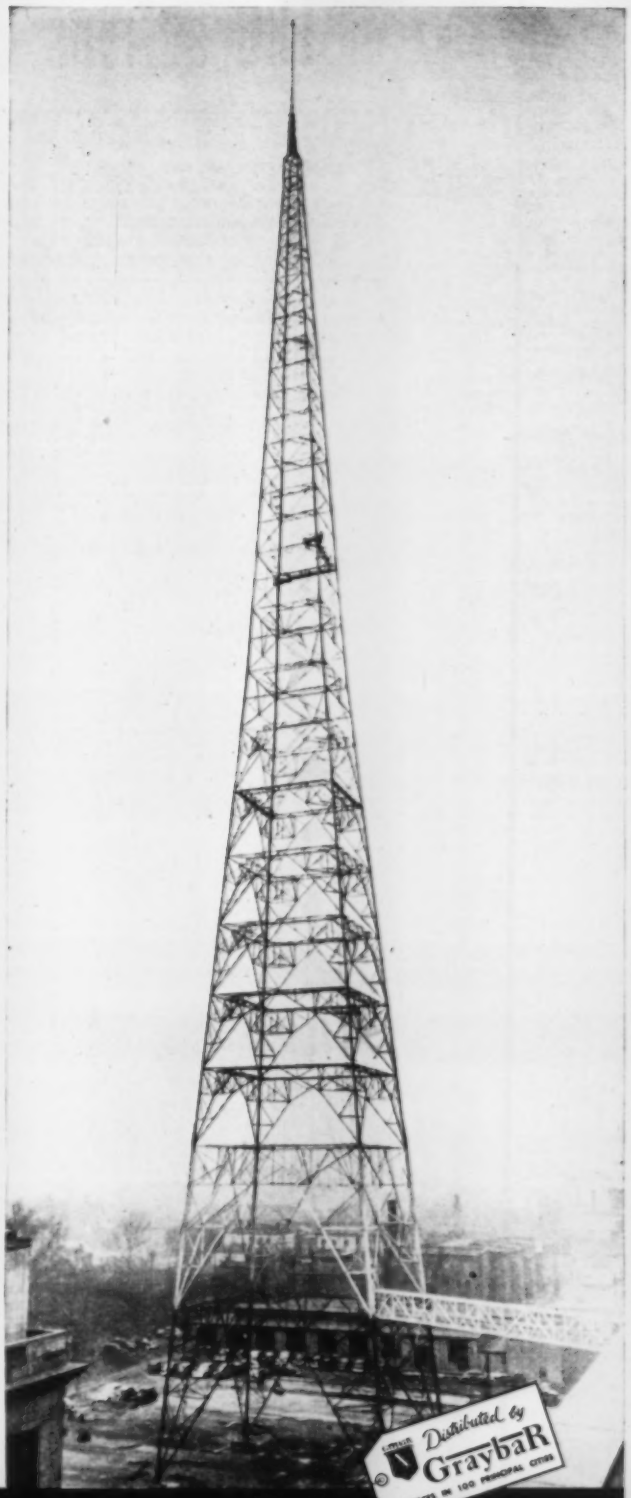

BLAW-KNOX ANTENNA TOWERS

December 7 Applications . . .

ACCEPTED FOR FILING

AM—1170 kc

KLOK San Jose, Calif.—CP AM station to change from 1170 kc 5 kw D to 1170 kc 5 kw unl. DA-N. AMENDED to request 5 kw-D 1 kw-N DA-N.

AM—1230 kc

Francis J. Matrangola, Wildwood, N. J.—CP new AM station 1230 kc 250 w unl. AMENDED to request 100 w unl.

AM—1340 kc

Phillip R. Hurlbut, Farmington, N. M.—CP new AM station 1240 kc, 250 w unl. AMENDED to request 1340 kc 250 w unl.

License Renewal

Request for license renewal AM station: WNAB Bridgeport, Conn.; WCVS Springfield, Ill.; WGUY Bangor, Me.; WCJU Columbia, Miss.; KWBE Beatrice, Neb.; WLEC Sandusky, Ohio; KLBM LaGrande, Ore.; KSRV Ontario, Ore.; WPAM Pottsville, Pa.; KCLX Colfax, Wash.; WPAR Parkersburg, W. Va.; WDLB Marshfield, Wis.; KWRL Riverton, Wyo.

WLDS-FM Jacksonville, Ill.—Request for license renewal FM station.

WGKV-FM Charleston, W. Va.—Same.

License for CP

License for CP new FM station: WOPA-FM Oak Park, Ill.; WOOK-FM Silver Spring, Md.

Modification of CP

WJZ-TV New York—Mod. CP commercial TV station for extension of completion date to 6-30-51.

License Renewal

Request for license renewal commercial TV station: WNBF-TV Binghamton, N. Y.; WBEN-TV Buffalo; KOTV Tulsa, Okla.

TENDERED FOR FILING

AM—1320 kc

WMSC Columbia, S. C.—CP AM station to change from 1320 kc 1 kw D to 1320 kc 1 kw unl. DA-N.

AM—580 kc

WKSR Pulaski, Tenn.—CP AM station to change from 730 kc 250 w D to 580 kc 1 kw-D 500 w-N DA-2.

APPLICATION RETURNED

License Renewal

Application for license renewal RETURNED: KBUN Bemidjii, Minn.; WHAW Weston, W. Va.

December 8 Decisions . . .

BY COMMISSION EN BANC

Authority Extended

WAAT Newark, N. J.—Granted extension of auth. for 30 days from Dec. 7 to operate with power of 5 kw-D 500 w-N using center tower of array and with power determined by indirect method, pending repairs, etc.

WMGM New York—Granted extension of authority to operate with power reduced to 5 kw using aux. trans. for period of 90 days from Dec. 8 pending restoration authorized array and submission of new proof of performance, new resistance measurements and forms 302. Authority extended concurrent with period to operate with temporary flattop ant. or temporary 190 ft. vertical radiator after latter installed; power to be determined by indirect method.

WNEW New York—Granted extension of authority three weeks from Dec. 7 to operate with 5 kw and nondirectional ant. using WJZ aux. trans. and temporary 167 ft. ant. pending repairs and receipt of application for new trans. and receipt of sufficient proof of directional array being in proper adjustment; power to be determined by indirect method.

WPRO Providence, R. I.—Granted extension of authority for 120 days from Dec. 6 to operate with temporary flattop ant. and power of 5 kw D 1 kw N, pending restoration of DA submission of new proof of performance and new ant. resistance measurements with Forms 302; power to be determined by indirect method.

WOV New York—Granted extension of authority for period of 30 days with nondirectional ant. using south tower of array and power reduced to 1 kw, pending restoration of north tower and submission of new proof of performance, new resistance measurements and Forms 302; power to be determined by indirect methcd.

WBRY Waterbury, Conn.—Granted extension of authority for a period of 60 days from Dec. 6 to operate with temporary flattop ant. 300 ft. in length and 60 feet in height and with power reduced to 1 kw, pending restoration of authorized array and submission of new proof of performance, new resistance measurements and Forms 302; power to be determined by indirect method.

Modification of CP

KOOK Billings, Mont.—Granted mod. CP to make change in DA by changing type of towers and top loading towers.

ACTION ON MOTIONS

By Commissioner Edward M. Webster

WGAL-TV Lancaster, Pa.—Granted leave to intervene and participate fully in proceeding re allocation of usage of intercity video transmission facilities.

By Examiner H. B. Hutchison on Dec. 7:

Chief, Common Carrier Bureau—Granted continued hearing from Dec. 11, to Dec. 18, at Washington, D. C. in proceeding re allocation of usage of intercity video transmission facilities.

By Examiner Elizabeth C. Smith

Chief, Common Carrier Bureau—Granted indefinite continuance of hearing, now scheduled to commence Dec. 11 in Washington, D. C., in proceeding re applications of Globe Wireless Ltd. for CP's to authorize the move of certain trans. to transmitting stations of Press Wireless Inc.

WALE Fall River, Mass.—Ordered that record in proceeding for renewal of license of WALE be closed.

By Examiner Fanney N. Litvin

KID Idaho Falls, Ida.—Granted leave to amend application so as to correct a discrepancy in site coordinates shown on figures 2, 3, 5, 10 and 11 and indicated site on figure 2 of engineering statement submitted with amendment filed on Oct. 4, and accepted by Commission on Nov. 24.

December 11 Decisions . . .

BY THE SECRETARY

WMBR-TV Jacksonville, Fla.—Granted license for new commercial TV station; Chan. 4 (66-72 mc), 14.8 kw vis. aur. 7.4; 440 ft.

WEIR Weirton W. Va.—Granted license for new AM station and specify main studio location; 1430 kc 1 kw DA-2 unl.

WGCB Red Lion, Pa.—Granted license new AM station; 1440 kc 1 kw [illegible] unl.

WTSL Hanover, N. H.—Granted license new AM station; 1400 kc 250 w unl.

WFNS Burlington, N. C.—Granted license decrease height of vertical AM ant. and mount FM ant. on side.

WLRD, KA-2965, KA-6678-9 Miami Beach, Fla.—Granted request for voluntary assignment of licenses from partnership of three to two—Leo Robinson relinquishing his interest in assignor-Mercantile Bcstg. Co.

WCMN Arecibo, P. R.—Granted CP to install aux. trans. at present site of main trans. on 1280 kc 250 w.

KIUP Durango, Col.—Granted mod. CP to change main studio location; conditions.

WCBS-FM New York—Granted license change FM station; Chan. 2[illegible] (101.1 mc) 2.8 kw; 870 ft.

KNX-FM Hollywood, Calif.—Granted license for new FM broadcast station; Chan. 226, 93.1 mc, 59 kw; 2,800 ft.

KTYL-FM Mesa, Ariz.—Granted license new FM station; Chan. 2[illegible] (104.7 mc), 50 kw, 140 ft.

Harwell V. Shepard, Denton, Tex.—Granted CP & license for new remote pickup KA-3764.

Boulder Radio KBOL Inc., Boulder, Col.—Granted CP & license for new remote pickup KA-8043.

Jose Bechara Jr., Mayaguez, P. R.—Granted CP & license for new remote pickup KA-8044.

Booth Radio & Television Station Inc., Flint, Mich.—Granted CP new remote pickup KA-8045.

Ohio Valley on the Air Inc., Gallipolis, Ohio—Granted CP for new remote pickup KA-8042.

KSCJ-FM Sioux City, Iowa—Granted mod. CP for extension of completion date to 3-1-51; condition.

Angel Ramos, San Juan, P. R.—Granted license remote pickup KA-5129.

Earle C. Anthony, Los Angeles—Granted licenses remote pickups KA-7954.

All Oklahoma Bcstg. Co., Tulsa, Okla.—Granted license STL KKA-83.

WMAS-AM-FM Springfield, Mass., WLLH-AM-FM Lowell, Mass.—Granted request transfer of control of licensee corporations from Ethel A. Moffat, deceased, Testamentary Executrix of the Estate of Albert S. Moffat, deceased to Louise F. Chaney, Administratrix of the Estate of Albert S. Moffat, deceased.

KFAL Fulton, Miss.—Granted license for new AM station; 900 kc, 250 w D.

WCSI Columbus, Ind.—Granted license new AM station; 1010 kc 250 w D.

Illinois Bcstg. Co., Decatur, Ill.—Granted mod. license to change equipment. KA-5575.

WEBR Inc., Buffalo, N. Y.—Granted CP & license for STL KEB-70.

Agricultural Bcstg. Co., Chicago—Granted CP & license new remote pickup KA-8041.

Delta Bcstg. Co., Escanaba, Mich.—Granted CP & license for new remote pickup KQB-852.

Earl W. Fessler, Madison, Wis.—Granted CP new remote pickup KA-8036.

Oneida Bcstg. Co., Rhinelander, Wis.—Granted CP's for new remote pickup KSB-702, KA-8035.

Nueces Bcstg. Co., Corpus Christi, Tex.—Granted CP for new remote pickup KKE-488.

Colorado Bcstg. Co. Inc., Pueblo, Col.—Granted CP's to make changes in existing remote pickups KA-6153-4-to change power from 3 to 30 w and change equipment to composite, 30 w.

KUBC Montrose, Col.—Granted mod. CP to change type trans. (conditions).

KRES St. Joseph, Mo.—Granted mod. CP to change type trans. (conditions).

Following granted mod. CP's for extension of completion dates as shown: WLOK-FM Lima, Ohio, to 1-18-51; cond.: WSAY Rochester, N. Y., to 6-15-51; WPAR Parkersburg, W. Va., to 5-12-51; KGGF Coffeyville, Kan., to 2-20-51; cond.; WFBC-FM Greenville, S. C., to 7-1-51; WLIN-FM Merrill, Wis., to 5-18-51; cond.; WKAP-FM Allentown, Pa., to 5-21-51; WHO-FM Des Moines, to 4-1-51.

KGW Portland, Oregon—Granted request for voluntary assignment of license from Oregonian Pub. Co. to Pioneer Bcsters Inc.

KOL Seattle, Wash.—Granted license install new trans.

WHBI Newark, N. J.—Granted license install of aux. trans. at present site of

(Continued on page 72)

FCC actions

DECEMBER 7 TO DECEMBER 13

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

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New Rochelle 6-1620

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FCC Actions

(Continued from page 70)

Decisions Cont.:

main trans. on 1280 kc 1 kw, 2.5 kw S-WOV.

Minnesota Bcstg. Corp., Area, Minneapolis-St. Paul, Minn.—Granted CP & license for new television pickup KA-8055.

WAWZ Zarephath, N. J.—Granted extension for 30 days from Dec. 7 to operate non-directional with remaining 188 ft. ant. and power of 1 kw-D, 500 w-N, pending restoration of damaged array. Power to be determined by indirect method.

Radio Electronic Television School—FM Division, Detroit, Mich.—Granted license for reinstatement of CP for new Experimental TV KQ2XBB.

Crosley Bcstg. Corp., Cincinnati—Granted CP for new Experimental Television KQ2XBH.

WHEN Syracuse, N. Y.—Granted mod. of CP for extension of completion date to 6-12-51.

December 11 Applications . . .

ACCEPTED FOR FILING

AM—550 kc

WJDX Jackson, Miss.—CP AM station to change from 1300 kc 5 kw-D 1 kw-N to 550 kc 5 kw-D 1 kw-N DA-2.

License for CP

License for CP new AM station: WHMP Northampton, Mass.; WTIL Mayaguez, P. R.; KJEF Jennings, La.; KUKI Ukiah, Calif.; KGPH Flagstaff, Ariz.

WEIM Fitchburg, Mass.—License for CP AM station to change frequency, install DA etc.

License Renewal

Request for license renewal AM station: WPOR Portland, Me.; WMRA Myrtle Beach, S. C.; KENA Mena, Ark.; KVEN Ventura, Calif.; WOL Washington, D. C.; WTNT Tallahassee, Fla.; WVOP Vidalia, Ga.; WTBO Cumberland, Md.; WMAS Springfield, Mass.; WMIQ Iron Mountain, Mich., WHLS Port Huron; WROB West Point, Miss.; WMBH Joplin, Miss.; KBRL McCook, Neb.; WMOH Hamilton, Ohio; KSIW Woodward, Okla.; WUSN Charleston, S. C.; KDNT Denton, Tex.; WLPM Suffolk, Va.; KBKW Aberdeen, Wash.; WRCO Richland, Wis.

KVME Merced, Calif.—Request for license renewal FM station.

Modification of CP

Mod. CP new FM station for extension of completion date: WHMA-FM Anniston, Ala.; WACE-FM Chicopee, Mass.; WAYS-FM Charlotte, N. C.; WLPM-FM Suffolk, Va.; KSJW Alhambra, Calif.; WRGA-FM Rome, Ga.

WWPF-FM Palatka, Fla.—Mod. CP new FM station to change ERP from 420 w to 975 w, ant. to 80 ft.

WLAP-FM Lexington, Ky.—Mod. CP FM station to change ERP from 2.95 kw to 3.46 kw.

CP to Replace CP

WMMI Meridian, Miss.—CP to replace expired CP for noncommercial educational FM station.

License Renewal

Request for license renewal commercial TV station: WTVR Richmond, Va.; WHIO-TV Dayton, Ohio; WOW-TV Omaha, Neb.; WAAM Baltimore; WDSU-TV New Orleans.

APPLICATION RETURNED

License for CP

KIUP Durango, Col.—RETURNED license for CP AM station to change frequency, power etc.

December 12 Decisions . . .

ACTION ON MOTIONS

By Commissioner E. M. Webster

FCC General Counsel—Granted extension of time to Jan. 10, 1951, in which to file exceptions to initial decision issued in proceeding upon application of Harlenito Bcstg. Co. (KGBS), Harlingan, Tex.

FCC General Counsel—Dismissed as moot petition filed Dec. 4, for continuance of hearing presently scheduled for Dec. 6, to Dec. 22, in proceeding upon applications of Radio Services Co. (WJPR), Greenville, Miss. and that of Magic City Bcstg. Co., (WEDR), Fairfield, Ala.

FCC General Counsel—Granted petition for an extension of time from Dec. 4 to Dec. 19, in which to file exceptions to initial decision issued in proceeding upon applications of James Cullen Looney (KURV), Edinburg, Tex. and that of Giddens & Rester (WKRG), Mobile, Ala.

WPRT Prestonburg, Ky.—Granted petition requesting dismissal without prejudice of application for extension of completion date. Dismissed as moot petition for waiver of Section 1.363 of the Commission's Rules and Regulations.

The Jackson Bcstg. Co., Jackson, Ohio—Granted petition requesting dismissal without prejudice of application.

Athens Bcstg. Co., Athens, Ohio—Granted petition requesting dismissal without prejudice of application.

William M. Bunker, Tacoma, Wash.—Granted petition requesting dismissal without prejudice of application.

Rollins Bcstg. Inc., Georgetown, Del.—Granted request to dismiss petition for removal from the hearing docket and immediate grant filed on Nov. 14, in proceeding upon application; petition of 11/14/50 dismissed as moot.

KLFY Lafayette, La.—Granted petition insofar as it requests leave to amend application so as to make minor changes in spacing, phasing, and orientation of ant. towers; that part of petition which requests reconsideration and grant without hearing is referred to full Commission for action.

Buttrey Bcst. Inc., Billings, Mont.—Granted petition requesting dismissal without prejudice of application.

By Examiner J. D. Bond

KWOC Poplar Bluff, Miss.—Granted motion for continuance of hearing now scheduled for Dec. 19 in proceeding re application and that of Lee Bcstg. Inc. (WTAD), Quincy, Ill.; hearing continued to date to be fixed by further order herein.

W M M B Melbourne, Fla.—Granted leave to amend application so as to show present stock holdings in applicant corporation as specified in amendment accompanying the petition.

By Examiner Fanney N. Litvin

WTOD Toledo, Ohio—Granted leave to amend application so as to correct a typographical error in description in sketch of ant. towers, and to supply information concerning vertical sections toward two stations with accompanying data and clearer designations of tolerance and theoretical values of radiation upon nighttime horizontal radiation pattern.

WWSC Glens Falls, N. Y.—Granted motion for continuance of hearing from Dec. 15, to Feb. 12, 1951, in proceeding upon application.

By Examiner Leo Resnick

KOPR Butte, Mont.—Granted petition for leave to amend application by reducing maximum expected operating value of radiation proposed toward WIBW Topeka from 200 mv/m to 165 mv/m.

December 12 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KWBB Wichita, Kan.—Mod. CP new AM station for extension of completion date.

License Renewal

Request for license renewal AM station: WMFJ Daytona Beach, Fla.; WMVG Milledgeville, Ga.; WASK Lafayette, Ind.; KWCR Cedar Rapids, Ia.; KWCJ Natchitoches, La.; KORE Eugene, Ore.; WDAD Indiana, Pa.; WRIA Caguas, P. R.; WCCP Savannah, Ga.; WCTC New Brunswick, N. J.

Modification of CP

Mod. CP new FM station for extension of completion date: WAZL-FM Hazleton, Pa.; KSRT Beverly Hills, Calif.; WJHL-FM Johnson City, Tenn.

License Renewal

Request for license renewal commercial TV station: WICU Erie, Pa.; WNHC-TV New Haven; WTCN-TV Minneapolis; W P T Z Philadelphia; WFIL-TV Philadelphia; WDEL-TV Wilmington, Del.; WGAL-TV Lancaster, Pa.; WKY-TV Oklahoma, Okla.; WMAR-TV Baltimore; WSB-TV Atlanta, Ga.; WCBS-TV New York; WKTV Utica, N. Y.; WMAL-TV Washington; WSPD-TV Toledo, Ohio; WBAL-TV Baltimore, Md.; WTMJ-TV Milwaukee, Wis.; WDAF-TV Kansas City, Mo.; KING-TV Seattle; WMCT Memphis, Tenn.; WJAR-TV Providence, R. I.; KSD-TV St. Louis; WCPO-TV Cincinnati; WEWS Cleveland; WCAU-TV Philadelphia; WJAC-TV Johnstown, Pa.; WSAZ-TV Huntington, W. Va.; WTOP-TV Washington.

TENDERED FOR FILING

AM—950 kc

KDSX Denison, Tex.—CP AM station to change from 1220 kc 1 kw D to 950 kc 500 k unl. DA-2.

December 13 Applications . . .

ACCEPTED FOR FILING

AM—1320 kc

WMSC Columbia, S. C.—CP AM station to change from 1320 kc 1 kw-D 500 w-N to 1320 kc 1 kw unl. directional.

Modification of CP

WENE Endicott, N. Y.—Mod. CP AM station to increase power, change frequency etc. for extension of completion date.

License Renewal

Request for license renewal AM station: WNER Live Oak, Fla.; WHFC Cicero, Ill.; WHTC Holland, Mich. KWPM West Plains, Mo.; WENE Endicott, N. Y.; WHDL Olean, N. Y.; WKAL Rome, Ga.; WGET Gettysburg, Pa.; WMAJ State College, Pa.; WCRS Greenwood, S. C.; WLAR Athens, Tenn.; WAGC Chattanooga, Tenn.; KMHT Marshall, Tex.; WREL Lexing-

(Continued on page 80)

POLICY CHANGE

WEW To Log 'Good Music'

WEW St. Louis, first station to take the air in the Missouri metropolis, will mark 1951, its 30th year, by shifting its programming to "continuous good music," General Manager Daniel P. O'Connor announced Thursday. "In keeping with the cultural and educational attainments of St. Louis U., owner of WEW, it has been decided that the station should offer the St. Louis community a programming service not now available," Mr. O'Connor said.

"After much study and investigation of other good-music stations, the management has decided to program only the finest in music, an improved news coverage, and public service or educational programs suitable to the higher standard of programs," he said. The changeover will take effect Jan. 1.

WEW will offer St. Louis listeners a monthly program guide on a subscription basis. The guide will list the programs for each day and will give a listing by time and day of each major work programmed, and an index. Ten thousand guides have been mailed to listeners, along with letters explaining WEW's policy shift and reasons for the change. Every advertising agency in the country also has been notified.

WEW's present general manager has been in charge of the St. Louis U. operation since last fall, when Nicholas Pagliara resigned to become national sales manager of WIL St. Louis. Alan Thompson is in charge of production at WEW, and Glenn Manley is commercial manager. Charles M. Rogers is news director. Both Mr. O'Connor and Mr. Rogers have M.A. degrees from Catholic U., Washington, and both have been teachers.

WWCA Gary, Ind., has been named winner of Oberlin Award, annual presentation of Lake County Medical Society to organization making outstanding contribution to public health and welfare in area. Award was based on program station ran last spring, entitled *Drama—M.D.*

MAGAZINE DATA

BAB Distributes Figures

"COUNTY by County Comparison of Magazine Circulation," 7½-pound volume of separate circulation figures of six magazines by county, is being sent by Broadcasting Advertising Bureau to all members.

Purpose of these figures is to enable station owners to draw up comparisons between their own coverage and that of the national magazines, and to demonstrate to local representatives of national advertisers the advantage of using spot radio in that area. Book is available to agencies for $7.50 with additional copies at the same price for all member stations.

In 5 clinical surveys, KFMJ outsells Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details. KFMJ, the Fred Jones Station, Tulsa, Okla. One of America's top independents. Lawson Taylor, Mgr. Represented by Jack Koste, Independent Metropolitan Sales.

programs promotion premiums

PLATTER PALS' ● ● ●
KFWB Hollywood, *Sears' Platter Pals*, Mon.-Fri., 4:30-5 p.m. (PST). Disc jockey show for children, featuring playing of children's records. Special features, such as playing of mystery tunes for guessing by children's audiences, and "Platter Pal Club" which they can join by applying at any Sears store. Victor and Columbia records co-sponsor show with Sears, L. A.

OUTDOOR SHOW ● ● ●
WMBG Richmond, Va., *Wildlife* program being presented for outdoor sportsman in cooperation with Commission of Game and Inland Fisheries of Virginia. Show gives latest up-to-date news on hunting and fishing, interviews with national and local outstanding sportsmen and question and answer period, with questions sent to station by listeners and answers by member of State Game Commission.

RCA BROCHURE ● ● ●
RCA Exhibition Hall sending brochure to trade containing pictures of facilities for meetings. Piece describes halls and studios, available for lectures, meetings or films. Brochure also tells of equipment used in theatres and studios. Back cover gives list of companies and organizations that have used facilities.

HUMAN RIGHTS SHOW ● ●
WNYC New York Dec. 10 broadcast anniversary of adoption of Universal Declaration of Human Rights by United Nations General Assembly. Program was simultaneously broadcast to Latin America and around the world by UN radio and Voice of America. Show, which originated from Metropolitan Opera House, featured New York Philharmonic Symphony Orchestra, Mrs. Franklin D. Roosevelt, chairman of the Human Rights Commission, and stars of stage and screen. Show was rebroadcast by CBS and CBC Dec. 16.

NEWS BLACKOUT ● ● ●
WBVP Beaver Falls, Pa., used unique and expensive method of news coverage when fire destroyed the teletype rooms of Bell Telephone Co. in Pittsburgh. Station opened broadcast line between newsroom and temporary newsroom set up in United Press office space. Staff man stationed there broadcast news from makeshift newsroom during day. Station reports that other stations in area were only able to broadcast news headlines.

★ ★ ★ ★ ★ ★ ★

HUMAN AUCTION
KFXJ Grand Junction, Col., auctioned off 30 prominent business and professional men of Grand Junction for service to listeners with proceeds going to community chest. During two-hour talent show, men were put on block with auctioneer describing their qualifications. Offers of $5 to $35 were bid by telephone for their services to wash dishes, shine shoes, clean bird cages and many other tasks. During show, mobile unit visited several bidders' homes and gave direct reports to radio audience.

★ ★ ★ ★ ★ ★ ★

GOVERNOR REPORTS ● ●
KECA-TV Los Angeles, *Report to the People*, Dec. 11, 10:30-10.45 p.m., PST, Gov. Earl Warren gives monthly report to state. Series based on radio version of *Report* currently heard on ABC Pacific Network Tues. 9:45-10 p.m. Governor in both series discusses current topics of general state interest. Program originates from KECA-TV studios. Frank LaTourette, ABC Western Division director of news and special events, supervises telecasts; Bill Zeck directs and Hank Weaver acts as announcer.

UNADDRESSED MAIL ● ●
WAJR Morgantown, W. Va., can proudly point up to advertisers station's popularity and coverage by showing unaddressed post card station received from another town with station of it's own. Postcard was forwarded to WAJR because of reference to local high school group asking for request tune.

TAX QUESTION ● ● ●
WNBK (TV) Cleveland, *Income Tax*, Dec. 11-15, 12:45-1 p.m. Edward Wallace, station's news director, and Harry X. Robinson, assistant field deputy of Dept. of Internal Revenue, conducted question and answer series on income tax set up. Viewers were asked to submit question either by mail or telephone.

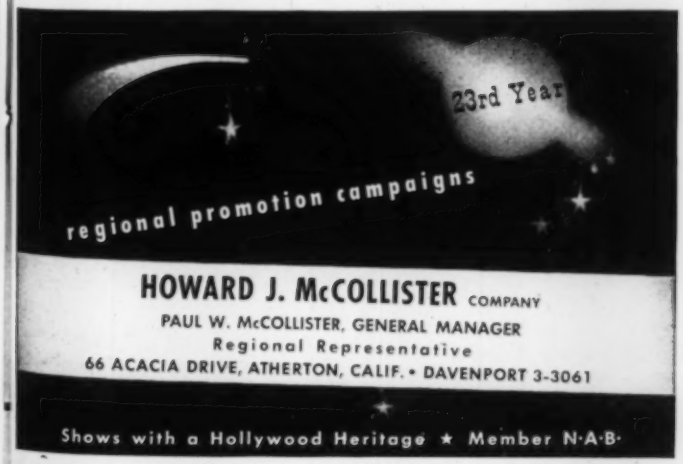
APRON RESPONSE ● ● ●
KSTP-TV Minneapolis, *What's Cookin'*, Mon., 12:45 - 1:15 p.m., Tues.-Fri., 1-1:30 p.m. Sponsored by Kuehn-Pearson Brokerage Co. and Winston-Newell Co. Show received 2,000 replies from one-time offer of free plastic apron. Bernice Hulin is hostess.

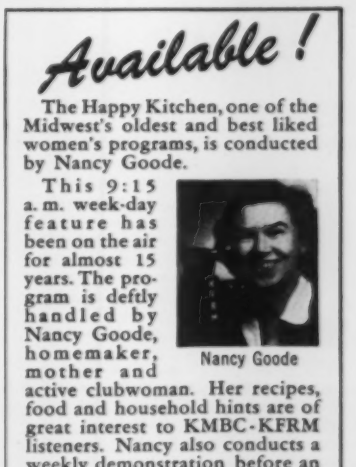
APPROVED SCHOOL SHOW ●
WCPO-TV Cincinnati, *Hi-Time*, Sat., 11-11:30 a.m., Chevrolet Dealers of greater Cincinnati. Agency: Sive & Rosenfield, same city. Show features Paul Dixon, station's disc jockey, and is based entirely on school talent and activities. One school each week is honored, with cheerleaders, entertainers and athletes participating in show. Program also points out safe driving with contest on reactions to driving situations by students. Station announces that Board of Education has given full sanction to show.

ANNUAL PARADE ● ● ●
WMGW Meadville, Pa., representative was named Meadville Halloween Queen from field of 12 contestants representing business firms in city. Gala celebration was topped with show in front of court house and annual parade with Queen riding in new convertible along with her court. Girls in court wore sweaters with letters on them making up call letters of station.

FULL OF FACTS ● ● ●
WKBN Youngstown, Ohio, sending brochure to trade giving many facts about station. Inside is headed "There's no radio confusion in Youngstown! . . . We're outside TV influence. . . . AM is bigger than ever!" It goes on to give list of shows that top city from all stations. On back is coverage maps and Hooper station audience index.

NEWS BULLETINS ● ● ●
KWCR Cedar Rapids, Iowa, has added 11 scheduled three-minute news periods to its programming. News bulletins deal only with international news in condensed form. Programs were added due to intense interest in world situation, station said.


23rd Year
regional promotion campaigns
HOWARD J. McCOLLISTER COMPANY
PAUL W. McCOLLISTER, GENERAL MANAGER
Regional Representative
66 ACACIA DRIVE, ATHERTON, CALIF. • DAVENPORT 3-3061
Shows with a Hollywood Heritage ★ Member N·A·B·


Available!
The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Nancy Goode.
This 9:15 a. m. week-day feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker, mother and active clubwoman. Her recipes, food and household hints are of great interest to KMBC-KFRM listeners. Nancy also conducts a weekly demonstration before an audience.
Nancy Goode
Fleischmann's Yeast and K. C. Power & Light are current sponsors, but additional participations are now available!
Promotion and merchandising aids are also a part of the participation. Contact us, or any Free & Peters "Colonel" for details!
KMBC
of Kansas City
KFRM
for Rural Kansas

Respects

(Continued from page 44)

figure set by officials.

Then to top it, he got Chevrolet Dealers of Southern California to co-sponsor telecasting of 11 home games played in Los Angeles by the U. of Southern California and UCLA, over KTTV (TV) Hollywood.

This deal for college football makes Hoffman Radio Corp. one of the biggest buyers of TV time in the nation, it is said. The firm also sponsors two and three programs weekly on TV stations in each of a dozen different West Coast and Southwest markets, with expansion a continual thing. Les Hoffman is perhaps the only TV manufacturer in the nation who has used the radio-TV media almost exclusively to advertise his product. Hoffman Radio Corp. is also a user of spot radio in cooperative tie-ins with set dealers in various areas.

The Hoffman story began in Chicago on Dec. 23, 1905. Four months later his father died, and shortly after that the Hoffman family moved to Jackson, Mich.

There were no silver spoons in the Hoffman household. Before entering high school young Hoffman held down as many as three jobs at one time. Even today he works best under heavy pressure. Despite a busy work schedule, he found time to participate in sports.

He played end on the Jackson High School football team and guard on the basketball quintet.

When he entered his junior year, his brother enrolled at Albion College at nearby Albion, Mich. In order to "bunk" with him, Mr. Hoffman transferred to Albion High School, a red hot rival of Jackson High, where he continued his football activities, winning All-State prep honors for two consecutive years. As an end, he led the team in scoring both years.

Mr. Hoffman today tips the scale at an even 200 pounds. When he paces the floor in a conference room, it is still easy to detect the football player in his erect carriage and bouncy walk.

Enters College

After working a year following high school graduation Mr. Hoffman entered Albion College as a freshman in 1924. He was elected president of his class at that time.

College curriculum was exceptionally rugged, with philosophy his major. He minored in political science. In addition he held down several jobs to keep himself in board and room. As a student he progressively or jointly was janitor and clerk in a jewelry store, YMCA gym instructor, laborer with street repair department, punch press operator and inspector at a manufacturing plant, clerk in a department store and paint contractor. And he claims to have put all that experience gained to good use over the years.

Because of his heavy college schedule, young Hoffman was forced to give up basketball, but he played three years of football as end. When he broke a leg, that ended his football career. He subsequently coached the freshman football team as a senior and refereed high school games.

Despite multitudious activities, Mr. Hoffman found time to serve as president of his class, the student body, inter-fraternity council and fraternity—Alpha Tau Omega. He was also a member of the athletic board of control.

Upon graduating in 1928 with a B. A., he went job hunting again and joined Sparks-Withington factory at Jackson on a temporary basis. Four months later he was night superintendent in charge of 1,500 persons. But the sports urge was still with him. and he joined Reynolds Spring Co. chiefly because it was pioneering night lighting of baseball and football fields.

Stays in California

Mr. Hoffman visited Southern California in 1929 for the first time as delegate to the national convention of his college fraternity. He decided to stay and became a life guard, for a time. It was the only job then available. Then came a period of stocks and bonds selling, and a fling in the advertising department of a Los Angeles department store. In 1930 he joined Firestone Tire & Rubber Co.

At that time Firestone was establishing retail auto supply stores on the Pacific Coast. Mr. Hoffman was soon given the task of introducing and merchandising all new products. He was sent to Portland, Ore., in 1936 to revive a Firestone store that was bogged down. When he turned loss into profit within six months, his work was quickly noticed.

Returns to L. A.

Next he went to work for an appliance distributing company in Portland on an incentive contract and made the mistake of doubling his quota the first year. His superiors decided young Hoffman was making too much money under that system. They suggested a cut, so he returned to Los Angeles.

He then went into business as a manufacturer's representative and pioneered fluorescent lighting in Southern California. The Los Angeles territory was then 60 cycles. The new fluorescent lighting needed 50 cycles. He overcame this barrier by convincing a local firm to build necessary transformers. Within a year the transformer company was doing 10 times its former volume and the fluorescent lighting systems were selling like hotcakes.

Les Hoffman was on his way financially.

It was in December 1941 that he acquired Mission Bell Radio Co., then manufacturing radio sets in a building hardly larger than the average sized neighborhood auto repair garage. Following some re-organizing, when Mr. Hoffman opened for business he had a tiny plant and just three employes who did nothing but repair old Mission Bell sets. But being a man of vision and action, he established an ambitious program for his newly acquired company.

With the war raging in Europe, the U. S. government was looking for companies to handle war production work and Mr. Hoffman went to Washington to see about it. He came back home with a contract in pocket. Soon he was increasing his plant space, hiring people by the scores and manufacturing electronic equipment for the armed forces.

Expansions

He soon absorbed Mitchell-Hughes Co., manufacturer of custom-built radios. More government contracts followed. In just two years Mr. Hoffman became the largest contractor of Navy electrical equipment in the West.

The fast growing company changed its name to Hoffman Radio Corp. The factory was honored with an Army-Navy "E" production pennant.

With war's end, Mr. Hoffman tooled his plant to manufacture radios, phonograph-radio combinations and home recorders. Four years ago, with television becoming increasingly important, Mr. Hoffman called his corps of assistants, and together they developed the Hoffman Easy Vision TV receiver set.

With his wife, the former Elaine Stevely, whom he married May 20, 1941, and their 6½ year old daughter, Jane Leslie, Mr. Hoffman maintains residence in Pasadena, Calif. He also has a summer home on Lido Island at Balboa, Calif.

An avid sports fan, he seldom misses a football game and still maintains enthusiastic interest in basketball.

Mr. Hoffman is a member of the Jonathan Club, San Gabriel Country Club, Balboa Bay Yacht Club, and Los Angeles Chamber of Commerce, and also is vice president of the Academy of Television Arts and Sciences and serves on Radio & Television Mfrs. Assn. board of directors.

WOV FACILITIES

Opens New Rome Studios

WOV New York was scheduled to move its Rome operations to new and enlarged studios in the Italian city about Dec. 15, to accommodate the expanded production activities and the many visitors from America.

The new quarters, which are located at Via di Porta Pinciana 4, include two large studios, central control room, reception room, offices and artists' lounge.

An inaugural cocktail party was planned by the station for American and Italian governmental, radio, press and film representatives last Friday.

Northwestern Alumni

NORTHWESTERN U. has announced it is compiling a directory of alumni working in radio-TV and allied fields. The university hopes to complete work on the directory before January and requests that all alumni in the field report their present positions and addresses to Donley F. Feddersen, chairman, Centennial Committe on Radio and Television, Northwestern U., Evanston, Ill.

ABC
AMERICAN BROADCASTING COMPANY IN LOUISVILLE
WKLO
1080 Kilocycles
5000 WATTS-DAY
1000 WATTS-NIGHT
BALANCED PROGRAMING
for better listening...
more listeners
WK☆LO
Louisville, Ky.
JOE EATON, MGR.
Represented Nationally by
JOHN BLAIR & CO.

CHNS
HALIFAX NOVA SCOTIA
THE SIGNBOARD OF SELLING POWER IN THE MARITIME PROVINCES
ASK JOS. WEED & CO.
350 Madison Ave., New York
He Has the Reasons Why!
5000 WATTS—NOW!

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
EXTRA-WEEK OCT. 29 - NOV. 4, 1950

EVENING, ONCE-A-WEEK

Current Rank	Previous Rank	Program	Current Rating Homes %
1	2	Jack Benny (CBS)	20.1
2	1	Lux Radio Theatre (CBS)	19.4
3	4	Charlie McCarthy (CBS)	16.0
4	6	Amos 'n' Andy (CBS)	15.6
5	32	Mr. Chameleon (CBS)	14.4
6	7	You Bet Your Life (NBC)	14.3
7	18	Mr. Keen (CBS)	14.2
8	16	Red Skelton (CBS)	13.5
9	36	Horace Heidt (CBS)	13.1
10	10	Walter Winchell (ABC)	13.0

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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RATE REVISION

WJR, WGAR Announce Hikes

RATE increases effective Jan. 1 have been announced by WJR Detroit and WGAR Cleveland, both G. A. Richards' stations.

WJR's increase was confined to one-minute and chainbreak announcements with the one-minute rates being raised to 18% of the hourly rate, or $180 for Class A time, and the chainbreak rates being raised to 15% of the hourly rate, or $150 for Class A time. WJR also announced that the Class C daytime program rate would begin at 8 a.m. rather than 8:30 a.m., effective Jan. 1.

WGAR's increases affected its daytime rates which went up 20% for the period 9 a.m. to 6 p.m. and 50% for the morning period 7 a.m. to 9 a.m. WGAR also announced a 50% boost in rates for 11:15 p.m. to midnight.

Worth Kramer, vice president and general manager of WJR, said that "the new WJR rates are appropriate for the excellent audience acceptance within the wide coverage area of the Goodwill Station, and in addition keep pace with the cost of today's radio operation. These new rates," Mr. Kramer continued, "will not only provide additional revenue but will effect a more equitable ratio between program rates and announcement rates."

John B. Garfield, sales manager for WGAR, said "principal reasons" for rate revisions were "substantial increases in population in the WGAR area, dominance of WGAR's daytime programming and the cost of doing business." He also announced that current advertisers will enjoy one year protection from new increases provided their sponsorship on WGAR is continuous, as provided in Rate Card 15.

RADIO ARTISTS GUIDE, directory containing listing of over 300 AFRA actors, announcers, singers and soundmen, has been released by Los Angeles local, American Federation of Radio Artists.

....for the finest in professional tape recording equipment
STANCIL-HOFFMAN
HOLLYWOOD 38, CALIFORNIA

'Challenge of '50s'

CHEVROLET Dealers will sponsor a one-hour program on both radio and television featuring radio reporters from all over the world in a discussion of "The Challenge of the '50s—Years of Crises," on CBS, Sunday, Dec. 31, 3:30-4:30 p.m. and on CBS-TV, Jan. 1, 1:30-2:30 p.m. Ten reporters headed by Edward R. Murrow will take part. They are Howard K. Smith, Bill Costello, David Schoenbrun, Richard C. Hottelet, Winston Burdett, Ned Calmer, Eric Sevareid, Charles Collingwood, and Larry Lesueur. Campbell Ewald Co., New York, is the agency.

CANADA TOP TEN

One Dominion Show Listed

ONE CANADIAN program made the first 10 most popular programs in Canada in November, according to national ratings released by Elliott-Haynes Ltd., Toronto, Dec. 9. First 10 evening programs for November were *Charlie McCarthy*, rating 31.7, *Amos 'n' Andy* 29.2, *Radio Theatre* 28.8, *Our Miss Brooks* 27.2, *Twenty Questions* 20.8, *Mystery Theatre* 19.7, *Your Host* (Canadian program) 19.3, *Suspense* 18.8, *Boston Blackie* 17.9, and *Guy Lombardo* 17.9.

Daytime programs in November were led by *Ma Perkins* 16.5, *Big Sister* 16.1, *Pepper Young's Family* 14.5, *Right to Happiness* 13.9, and *Road of Life* 12.3. French-language evening programs were led by *Radio Carabin* 28.9, *Un Homme et Son Peche* 25.7, *Metropole* 25.6, *Ceux Qu'On Aime* 24.5, and *Les Amateurs* 23.4. Daytime French leading programs were *Jeunesse Doree* 25.6, *Rue Principale* 25.2, *Grande Soeur* 22.7, *A l'Enseigne des Fins Gourmets* 22.5, and *Maman Jeanne* 22.3.

Ad Council Drive

THE ADVERTISING COUNCIL, New York, is preparing a new version of its economic education campaign to stimulate the defense effort with radio-TV allocations to be announced within 30 days.

TOBACCO NETWORK

Fletcher Elected President

FLOYD FLETCHER, chief owner and general manager of WTIK Durham, N. C., has been re-elected president of the Tobacco Network, comprising eight stations in eastern North Carolina. Effective date of his new term was Dec. 1, beginning of the network's current fiscal year.

Mr. Fletcher

Other officers named were Hartwell Campbell, general manager, WGTC Greenville, as vice president, and Ray D. Williams, WHIT New Bern, as secretary-treasurer. Mel Warner, general manager of WCEC Rocky Mount, and Vic Dawson, general manager, WFNC Fayetteville, were elected to the board of directors of the network.

WFMA (FM) Joins CBS

WFMA (FM) Rocky Mount, N. C., became a CBS network affiliate Dec. 10, according to an announcement by Josh L. Horne, president, of the *Rocky Mount Telegram*. This is the second FM affiliation with a major network, MBS having signed WASH (FM) Washington a few weeks ago. "Many of you will hear them for the first time," WFMA said in a *Telegram* advertisement extolling CBS artists. "This recognition of WFMA by the nation's outstanding network marks the trend over the nation to turn to the superior (FM) radio."

DEDICATE KASM

New Minn. Rural Outlet

SOME 24 communities in the coverage area participated in the dedication of KASM Albany, Minn., Dec. 10, according to Urban J. Keppers, general manager of the new 500 w daytimer on 1150 kc.

Operated by Stearns County Broadcasting Co., the new station highlighted the communities by devoting 15 minutes airtime to each. The station is completely contained in a modern 30' x 40' building 1½ miles from Albany. Programming is specially designed for the rural areas of central Minnesota. Activities of farmers in the area, such as the 4-H Club, high school events and other local features are being stressed, Mr. Keppers said. UP News and Lang-Worth Transcription Library are among the services used by the station.

Executives include Mr. Keppers; Clyde Weivoda, chief engineer; Ron Schaffer, announcer-program director; Sally Hanauska, copy-continuity-women's news; Ray Schnelly, sales manager.

WILSON HONORED

GE Head Gets Navy Award

CHARLES E. WILSON, president of General Electric Co., Schenectady, N. Y., has been honored with the Distinguished Public Service Award by Secretary of the Navy Francis P. Matthews. The award, extended Dec. 5 in recognition of Mr. Wilson's work in World War II as chairman of the Production Executive Committee, is the highest the Navy can bestow upon a civilian.

Accompanying the award was the following citation:

Under his enlightened leadership, tireless and efficient preformance of duty and extraordinary understanding of engineering, production, manufacturing and marketing the production facilities of this country were raised to their highest degree of efficiency.

This unprecedented rise in American productive power was due in great measure to the many associations grouped under and coordinated by the Production Executive Committee of which Mr. Wilson was the guiding spirit. He has focused world-wide attention on American production as an effective instrument of national defense and has contributed substantially toward an understanding between government and industry, of the requirements and responsibilities of each.

Merry Christmas—to all
from the Xmas Tree Country
The Art Mosby Stations
CBS KGVO • KANA
5 KW DAY AND NITE MISSOULA
ANACONDA BUTTE 250 KW
Know MONTANA ★
★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads, $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Experienced time salesman for local accounts. Want permanent man, who will have chance at commercial management. Good salary, plus incentive. Texas ABC station. Box 110H, BROADCASTING.

Progressive local station, good east coast community 15,000, wants aggressive salesman with car. Permanent, salary and commission. Please give full details first letter and picture, if possible. Box 192H, BROADCASTING.

Salesman. Top station, sound market, 5 kw going net. Must be alert radio salesman. Box 197H, BROADCASTING.

Salesman—Leading independent in major eastern city needs one more aggressive, alert, hard hitting and reliable salesman to complete its staff. Substantial drawing account against liberal commission. The man we want may be working now for a newspaper or station. He must be able to handle local agencies and retailers. He must be the kind of man who can sell and get re-orders. We're interested in neither lazy loafers nor high pressure flim-flam artists, but only in a hard-working, competent man capable of creating and selling ideas and keeping them sold. Box 241H, BROADCASTING.

Sales job with possibility for commercial manager after proof of performance. Small market, accent on local sales. Announcing experience essential. Salary plus commission. Married man preferred. Airmail full particulars. KFRD, Rosenberg, Texas.

Topnotch salesman. If you would like a small western town and can sell aggressively and smoothly to small town people and still meet agency men, maybe we can use you. Interested in a married man willing to settle here and organize his time and efforts to do a real selling and servicing job. If you have additional abilities such as first class ticket, sports announcing experience, etc., they would be of value. Send us complete details about yourself and we'll tell you more about our opening. Position open immediately. Contact KRPL, Moscow, Idaho.

We have an opening for an aggressive, experienced, radio salesman. Our station is growing fast and is the best radio buy in the Tidewater area. You must have a car and be a hard worker. We pay 15% commission against a livable drawing account. Send complete information, or telephone, Earl Harper, WNOR, Norfolk, Virginia.

I need at once good, clean, hard working salesman for Minneapolis regional independent, 14 months old, growing fast. Excellent opportunity right man. Future. Bill Stewart, WPBC, Minneapolis.

Announcers

Wanted, mature, experienced, forceful announcer, strong on sports, news, interviews, commercials. Write full details and expected salary. Box 98H, BROADCASTING.

Announcer, Ohio station. Must have experience news, special events, commerical plus console operation. Excellent opportunity for right man. Box 164H, BROADCASTING.

Combination announcer-engineer wanted. Accent on announcing. $50.00 for 48 hour week, raise in 3 months plus bonus for good man. ABC outlet in Florida, resort town of 30,000. Send disc or tape plus full details, experience and references. Box 186H, BROADCASTING.

Announcer. Straight staff. No sports. Minimum three years experience. Long established midwest local; single station market. No east or west coast applications. Send complete resume plus expected salary first letter. Box 233H, BROADCASTING.

Help Wanted (Cont'd)

Experienced sports and staff announcer. Send qualifications, references and disc or tape. Midwest. Box 238H, BROADCASTING.

At once, 2 single, experienced announcers. Mail disc, photo, qualifications. One experienced, local market salesman for one station New England city. Good opportunity for hustlers. Box 247H, BROADCASTING.

We can use one or two good announcers with first class tickets. Interested in married men with accent on top announcing. Opportunity to work into programming job. Good western town. Contact KRPL, Moscow, Idaho, give complete details, including picture, audition, salary expected and references.

5000 watt Mutual affiliate needs good announcer for news. Record shows and straight announcing shift. Pay starts at $50.00 weekly with increases to right man as he proves himself. Want man for midwest area, bottle chasers and floaters need not apply. Send letter of application and disc to Ray Beals, KVGB, Great Bend, Kansas, indicating experience, age, marital status. Enclose picture.

Need two good announcers with first class ticket. Good pay with opportunity for advancement. Paid vacation. Top small market Mutual station. Excellent working conditions. Send complete story including audition. KXEO, Mexico, Missouri.

Announcer: Some experience preferred but potentialities for development more important. Good voice and knowledge of sports. Send full details to Program Director, WCOJ, Coatesville, Pennsylvania.

Combination announcer-engineer needed immediately. Would consider training good prospect. WKAY, Glasgow, Kentucky.

Staff announcer, sound commercial man, newscaster. Send disc, details to WKBH, La Crosse, Wisconsin.

Immediate opening for an announcer with first class ticket. Starting salary $80 weekly. Talent for all remotes. Contact WMNC, Morganton, N. C.

Staff announcer, good commercial man, permanent position, future for reliable, experienced person. Send disc, photo, details. WPIC, WPIC-FM, Sharon, Pa.

Announcer-engineer for fulltime Mutual affiliate. Send full information immediately. WPNF, Brevard, N. C.

Immediate opening for experienced announcer with first phone license. Wire WVFC, Somerset, Pa. stating total experience and phone number where you can be contacted.

Announcer, experienced on news and all-round announcing, network station, references, photo. Write Box 584, Danville, Illinois.

Technical

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Transmitter studio operator (no announcing) first phone license to operate tape-disc recorders, turntables. ABC-MBS affiliate. Start $180 per month. Box 196H, BROADCASTING.

Combination engineer-announcer wanted to be chief on 250 watter, plus announcing work. Must have four years experience in both announcing and engineering and must have excellent announcing qualifications. Box 239H, BROADCASTING.

Help Wanted (Cont'd)

Chief engineer. Progressive five kw midwest directional with TV future. Send full details, education, experience. Box 261H, BROADCASTING.

Engineer with announcing capabilities, not necessarily experienced, needed immediately by CBS affiliate. Contact Jim Duncan at KSIL, Silver City, New Mexico.

Engineer. Immediately. Experienced AM, FM. Car necessary. Fifty dollars, forty hours per week. WMFD, Wilmington, N. C.

Engineer, first class, experienced transmitter, control, recording and maintenance, no combo, references, photo. Write Box 584, Danville, Illinois.

First class engineer-announcer, Mutual affiliate station, eastern Montana, 45 hour week. Good working conditions, permanent position. Write or wire Post Office Box 1015, Miles City, Montana.

Production-Programming, others

One woman copywriter and one experienced announcer. Send disc, photo, particulars first letter. Box 116H, BROADCASTING.

Program director, good ad-lib, special events man for only station in city of 50,000. Excellent opportunity for man with ideas and ability. Write at once, giving information on qualifications, draft status and salary requirements. Box 246H, BROADCASTING.

Television

Salesmen

Transcription salesman desired to sell syndicated TV shows. Eastern territory, moderate draw against commission. Box 243H. BROADCASTING • *TELECASTING.*

Salesman—Now contacting TV stations in all areas other than metropolitan New York. No objections to supplementing this with other duties. One of America's most successful juvenile TV program developments is available for other markets. Sensational success story. Can be part of any western film strip in need of hypo. Cost negligible. Box 252H, BROADCASTING, or call Lackawanna 4-1571.

Announcers

TV station, Ohio area, interested announcer and TV personality. Personal interview necessary. Excellent opportunity. Replies confidential. Send all pertinent data and photo. Box 232H, BROADCASTING • *TELECASTING.*

Production-Programming, others

Wanted: Commercial TV writer for large midwest agency. Prefer experienced visual ad-writer with at least 1 year agency work in TV. Box 258H, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

Manager with thorough background in all phases of radio available. No miracle worker, but hard, sober business administrator able to operate efficiently and profitably. Strong on sales, promotion and programming. Change necessitated through pending station sale to new owner who will be his own manager. Young, married, reliable. Box 175H, BROADCASTING.

Pennsylvania, New Jersey, Maryland! Manager-sales manager available January 1. Strong on sales promotion, station relations. Energetic, hard worker. Box 225H, BROADCASTING.

Situations Wanted (Cont'd)

Can you use the services of a mature, creative, hard working, commercially minded radio man, with all-round experience as an announcer, program, production and continuity manager outside of the big city, plus a thorough background in show business and advertising. This man can produce in more than one sense of the word. Desires opportunity with radio station or agency in or near New York City. Box 226H, BROADCASTING.

Manager with $5000.00 to invest desires change because of station sale. Twenty years radio, ten in management and sales. Strong on sales. Can operate at minimum. Box 245H, BROADCASTING.

Manager. A seasoned executive with a background of 25 years bottom to top radio experience, strong on efficient management, sales and programming desires to contact station owner who needs a man he can trust, depend upon and most important, keep or put the station on a paying basis. No military status. Prefer Florida or Gulf Coast. Box 262H, BROADCASTING.

Twenty years of constructive radio background. I defy anyone to show a better record or better reference than I can give. Seeks job as manager or sales manager of substantial station. 45 years of age, married, will go any place. Box 264H, BROADCASTING.

Married, Marine veteran, 29, one child, wants managership of station emphasizing sports. Excellent references. College education, ample experience in radio. Besides doing play-by-play, have done selling, news and announcing. Serious, ambitious and willing to give fulltime to right job. Capable of maintaining a harmonious, but efficient staff. Not in reserves. Box 270H BROADCASTING.

Salesmen

Good salesman wants good job. Box 99H, BROADCASTING.

Salesman, experienced all phases of radio. Ten years background with large and small markets. Best agency and radio references. Box 269H, BROADCASTING.

Announcers

Basketball, play-by-play. One of nation's best. $150 weekly. Box 755G, BROADCASTING.

Sportscaster. Exciting play-by-play for topnotch sports area. Experienced in basketball, football, baseball, boxing and wrestling. University graduate. Favorable draft status. Married. Veteran. Authoritative newscasting and announcing of high caliber. Box 3H, BROADCASTING.

Announcer, colored, excellent voice, have promotional ideas, disc on request. Box 95H, BROADCASTING.

Vet, above average background, current events, sports, classical music. Dramatical ability. German, Spanish languages. Good voice, personality. Box 170H, BROADCASTING.

Announcer, 4 years experience, also programming. Interested in announcing position or program director. Box 198H, BROADCASTING.

Not a Godfrey, Murrow or Block, but a competent staff announcer heavy on commercials with four years experience. Draft exempt. Box 209H, BROADCASTING.

Am not hurray-for-me boy. Chicago announcer, experienced. College education, news, emcee, drama, etc. Network affiliate 5,000 watt and up. Available now. Excellent references. Box 213H, BROADCASTING.

Experienced announcer. Larger market comparable salary. Please, no jerkwater towns. Box 214H, BROADCASTING.

Baseball man. Available now or spring. Experienced all sports-staff. Box 227H, BROADCASTING.

Sports, news interview, hillbilly specialist. College degree in radio arts. Desire permanent position. Married, veteran, three years experience, have car. Box 228H, BROADCASTING.

Announcer: Ten years experience. Good commercial man and tops on personality shows. Wide net and 50 kw experience. Available February 1st. Minimum $100.00. Box 229H, BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer, have worked in large markets. Married veteran, draft exempt. Interested in position with station that appreciates clean production. Box 248H, BROADCASTING.

Announcer: Age 25, veteran (non reserve), married, one child. 4 years experience, 2 years metropolitan area. Excel in commercials. Sports, disc shows. Announcer, MC, also write. Prefer east coast from Washington, D. C. north. Will forward desired information. Box 240H, BROADCASTING.

Announcer. Experience? Got it! Availability? I sleep in the terminal! Talent? (Blush) Travel? N.S.E.W.! Marital status? I did! Military status? I have! Need me? Write me! Box 204H, BROADCASTING.

Experienced versatile announcer, specialty news, deejay. Knows board. Sixty-dollar minimum with future. Box 249H, BROADCASTING.

$386,000.12 is what this disc jockey with first class ticket and ten years experience is worth, but under proper conditions will work for slightly less. What condition are you in? Box 250H, BROADCASTING.

Announcer-newscaster, one year Armed Forces Radio Service, work board. Vet, college grad, will settle. Disc available. Prefer 100 radius New York. Box 253H, BROADCASTING.

Available immediately, announcer (combo man). Thorough experience continuity writing, religious and classical programs. College grad. Age 30. Will travel. Write for disc, resume. Box 254H, BROADCASTING.

Announcer: Desires experience in far west location, college grad, draft exempt. Box 256H, BROADCASTING.

Combination, announcer—1st phone and C.B.O., single, classical music background, resume, disc, vet. Box 257H, BROADCASTING.

Windy City announcer seeks hot station to defrost in. 26, two years experience. Station north of 38th parallel need not answer. Box 263H. BROADCASTING.

Announcer, college graduate. AFRS and commercial experience. Looking for progressive station with well rounded programming. Married, 23, veteran. Can write copy. Interested in sales. Write Box 265H, BROADCASTING.

Announcer-newscaster, 3½ years experience in all phases radio. Mature, deep, friendly voice that sells. Strong on news, classics, interviews, special events, straight commercials. Operate board and remote experience. 2 years college, 4-F, neat appearance. Jay Alldredge, WKUL, Cullman, Alabama.

Texan, young married veteran. No reserve. College background. Recent grad of top broadcasting school, desires announcing job anywhere in Texas. Drop me a line, I'll come see you. Bob Gordon, #1 Hawaii Avenue, N. E., Apt. 208, Washington, D. C.

Announcer-engineer. Available immediately. First class phone license with one year announcing experience in small Chicago station. Married, veteran, 27 years old with favorable draft status. Willing to consider locating anywhere in U. S. Contact Bud Hutter, c/o Radio Institute of Chicago, 165 N. Michigan Avenue, Chicago 1, Illinois. Telephone ANdover 3-6767.

Technical

Engineer, experience includes 5 years consulting engineering, highly skilled in directional antenna design and performance. Previous experience includes several years as chief engineer. Draft exempt. Box 813G, BROADCASTING.

Chief engineer, 17 years experience. Seeks change to progressive station. Salary secondary to opportunity. Best references. Box 842G, BROADCASTING.

Engineer. Experienced studio, phasing and directional equipment, maintenance and remotes. Box 952G, BROADCASTING.

Engineer, phone first, complete offer first contact. Box 974G, BROADCASTING.

Engineer, first class radiotelephone license. Six years experience, FM, AM, studio, remotes, transmitter. Married, mature, draft exempt, no combo, references. Box 59H, BROADCASTING.

Chief engineer with ability and experience to handle the toughest broadcast problems-operation, maintenance, construction, any size or type operation. Let my references tell you. Undrafttable. Box 179H, BROADCASTING.

Situations Wanted (Cont'd)

Engineer-announcer. 1st phone, single, veteran, draft exempt, two years experience. No car. Box 231H, BROADCASTING.

Draft exempt chief. Experienced 250 w up. Two years chief of Western Electric 50 kw. Plenty of DA knowhow. One year NBC television training. Age 30, married, two children. Top references. Box 234H, BROADCASTING.

Available January Fifteenth: Experienced engineer desires position with progressive station in deep south or southwest. Box 237H, BROADCASTING.

Experienced engineer. Willing to train as combination. No announcing experience. Box 260H, BROADCASTING.

First phone, ham, complete station experience. Presently employed but seeking employment with a progressing station having opportunities for my future. Box 267H, BROADCASTING.

Fully qualified engineer seeking position staff engineer large station, chief engineer small station. Experience: Graduate specialized broadcast engineering course CREI; staff, 546 kilowatt ERP FM, 5 kilowatt AM, 5 kilowatt TV; chief, two two-fifty watters, installed last. Announcer. Family, twenty-five. Car. Available immediately. Lester Bryan, General Delivery, Booneville, Mississippi.

Technician, first license, five years broadcast radio, wide experience associated fields, wants transmitter job. 32, single. Available quickly. Please state requirements. Lewis Sherlock, Box 51, Plainview, Texas.

Production-Programming, others

Attention university town stations. Program director seeks same or similar position. Experienced, trained, employed, successful, sales conscious. Age 25. Can supervise any or all phases of station operation. Box 180H, BROADCASTING.

Showmanship! If you need it, nine years background in theatre-radio work is your answer. Want PD in tough market. Keep your promises or don't answer. Box 185H, BROADCASTING.

Continuity writer-traffic manager, currently employed as program director, but prefer continuity and traffic. Eight years experience including announcer-operator and music librarian. Salary requirement reasonable. Would prefer to locate in deep south. Available two weeks notice to present employer. Reply Box 189H, BROADCASTING.

Program director-announcer. Experienced all phases programming production. Draft exempt. Box 255H, BROADCASTING.

Lady with two years experience in net and independent programming, traffic, continuity and promotion desires position in progressive southern station. Available January 10th. Personal interview preferred. Box 259H, BROADCASTING.

25 year old vet, no reserve, good draft status. Still single with 8 years experience. Can handle all phases of radio production with accent on special events. Can sell, handle sports and have had success with disc shows. No floater. Am employed but would like to settle. Good references, sober, dependable, experienced in programming and willing to work. Box 268H, BROADCASTING.

Draft exempt! Program director-announcer. 2½ years experience. Presently employed. All-round staff, play-by-play, operates board, sales background. Personable character, resonant, sincere commercial voice. Present employer best reference. Start immediately at $60.00. For disc and photo, write C.V.S., 709 N. Garnett St., Henderson, N. C. Phone 522J after 3 p.m., E.S.T. All offers considered.

Television

Technical

TV engineer: Married, draft exempt veteran. 2½ years experience in and presently employed by leading TV receiver laboratory. B.S. Degree plus graduate RCA Institutes and first class phone license. Desire TV broadcast position in south or southwest. Box 236H, BROADCASTING • *TELECASTING.*

Situations Wanted (Cont'd)

Salesmen

Switching from AM to TV immediately. Have a long story to tell you. Box 242H, BROADCASTING • *TELECASTING.*

Production-Programming, others

Experienced television film director, desires change in TV, from independent local station to network television station. Livewire, good references, willing to re-locate, single. Got TV problems in films, or in TV broadcast operations, contact Box 176H, BROADCASTING • *TELECASTING.*

Radio producer desires television experience. 10 years radio experience. Background in music and Little Theatre. Box 216H, BROADCASTING • *TELECASTING.*

Los Angeles TV director just returned from European filming trip. Seeking TV production position. Age 28. Excellent references. Background of theatre, radio, film. Specialist in imaginative treatment of department store shows. Will consider creative opportunity in any area. Box 266H, BROADCASTING • *TELECASTING.*

TV production. Desires position in TV films with station or agency. Experience: Announcer, 5 years; commercial photographer, 2 years; masters degree visual education. Married, 32. Bill Felton, 519 Garfield, Appleton, Wisconsin.

For Sale

Stations

Will sell profitable 5000 watt daytime station in metropolitan midwest market of over one million. Downtown ground floor studios ideal for TV, if desired. Latest RCA equipment. Building and station can be had for appraised value. Box 251H, BROADCASTING.

Equipment, etc.

Hard to get broadcast, television equipment, G.E., Western Electric, Gates, Collins, used two years, like new. Write for descriptive list and prices. Box 149H, BROADCASTING.

916-A General Radio frequency bridge for sale used by consulting engineer. Good condition. $300. Box 235H, BROADCASTING.

For sale from Ohio storage, one or two new 250 foot self supporting towers with insulators. Ideal for TV or AM. Available west coast storage, complete lighting equipment for two towers and 80,000 feet #8 ground wire. All at less than market prices. Contact KROW, Oakland, California.

Lingo type 175' guyed antenna A2 lighting available about February 1, 1951, sold standing WICH, Norwich, Conn.

GE 250 FM transmitter, Western Electric 25 console, FM monitor, 1 GE donut, sacrifice. Merger of WJLK and WCAP makes this equipment available. WJLK, Asbury Park, N. J.

Magnecord tape recorder PT 6-JA with 3 channel mixer and microphone. New condition. H. Evans, 392 Rhoads Ave., Columbus 9, Ohio.

Studio-transmitter link. R.E.L. model 694 with 15 watts modulated RF output, in excellent condition. Used less than 4,000 hours by deleted FM station. Suitable for either FM or AM. Cost $6,785. Price $4,785 cash plus shipping costs. James A. Hardman, 27 Bank Street, North Adams, Massachusetts.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

Equipment wanted. 1000 watt station. Must be bargain. No hurry. Box 208H, BROADCASTING.

Self supporting tower, 200-300 feet. Box 230H, BROADCASTING.

Wanted: Equipment for 250 watter including transmitter, monitors, console, antenna. Kelly Bell, Crawford Hotel, Midland, Texas.

Want to buy good, used, 250, 500 and 1000 watts transmitters. Guarantee Radio Supply Co., Laredo, Texas, Phone 3101.

WINS PICKETS

Observed by N. Y. Mayor

DESPITE a $3,000 loss for time contracted for over WINS New York during the recent election campaign, New York Mayor Vincent R. Impellitteri refused to cross the American Federation of Musicians' picket lines at the station, according to a monthly publication of the union.

In a telegram dated Oct. 31, replying to a query by the union of each mayoralty candidate as to his position, Mayor Impellitteri is reported as saying in part: ". . . Under no circumstances will I or anyone representing me violate your picket line. We have cancelled 12 spots and all scheduled programs on that station until your strike is won, despite $3,000 loss for time contracted and paid for."

The union has been at odds with WINS for almost a year over the station's refusal to maintain a staff orchestra. Although no strike has been in progress, the station was placed on Local 802's unfair list and picketed.

He'p Wanted

Managerial

FOR SOUTHERNERS ONLY!

Station manager's job open in network affiliate in a leading southern market. City is over 30,000; county about 100,000. Good starting salary plus commissions. Give full details first letter. Enclose snapshot.

Box 217H, BROADCASTING

Employment Service

Experienced salesmen with high reputation for sales available to you now. Contact Wm. J. Brown, Radio & TV Campaigns, 703 N. Downing Street, Piqua, Ohio, for regional sales. Turn your availabilities into cash.

School

SRT • SRT • SRT • SRT • SRT

SRT-Radio

AMERICA'S OLDEST BROADCASTING SCHOOL

Intensive full or part time

COURSES

ANNOUNCING • ACTING

SCRIPT WRITING • ADVERTISING

Outstanding Faculty of Network Professionals

Co-Educational • Day or Evening

Small Classes

Approved for Veterans

Write for Prospectus

School of Radio Technique

RKO Bldg., Radio City, New York 20, N. Y.

228 South Wabash Ave., Chicago 4, Illinois

SRT • SRT • SRT • SRT • SRT

XUM

CONTROL NEED?

Sawyer, McGrath Give Views

TWO diverging views on the necessity of controls were set forth by Commerce Secretary Charles Sawyer and Attorney General J. Howard McGrath of the Justice Dept. fortnight ago amid renewed demands for accelerated mobilization.

Secretary Sawyer held out the possibility that the government may have to impose complete controls over all strategic metals by next spring, thus restricting allocation of materials to manufacturers on a priority basis. Copper, nickel, aluminum and steel, already cut back by the National Production Authority for civilian consumption, would be the first materials to be wholly controlled, he said.

Attorney General McGrath called on the government, however, to impose as few controls as are necessary in the interest of "our competitive system." Such a system of regulation, he said, is "undesirable over the long run." He urged the government to alleviate material shortages by increasing production rather than controls.

The Justice Dept. official also recommended that (1) any price controls imposed be "flexible," (2) government should watch for voluntary agreements among producers, (3) contracts for defense items be spread among small business, (4) policy-making power of business advisory committees be limited by government so as not to encourage monopoly, though they perform a "valuable service" [BROADCASTING • TELECASTING, Nov. 27].

RADIO and television shows now are being originated in WGN Chicago's Studio 1A, closed for remodeling since February. Stage is 45 feet square and an 8-by-9-foot electric elevator has been installed at rear and center of stage for lowering and lifting of equipment. Studio seats 400 persons. Twelve new studios are now in operation, and two more are expected to be added.

NAME ROBINSON

Becomes PBS Executive

B. B. ROBINSON, West Coast executive, has been appointed vice president in charge of finance of Progressive Broadcasting System by the network's board of directors, according to Larry Finley, PBS president. Mr. Robinson's headquarters are at the PBS executive offices, 8983 Sunset Blvd., Hollywood, Calif.

Mr. Robinson is vice president of John Sutherland Productions Inc., (TV films), Los Angeles; president of Motion Picture Enterprises, Beverly Hills; president of Highland Oil Co., Beverly Hills, and holds office in other nationally known firms, Mr. Finley pointed out. PBS, which made its debut as a new network Nov. 26-27 with 209 U. S. stations, claims the addition of 33 more outlets to its roster.

KFAR KENI SIGN

Six New Sponsors Added

FIVE NEW sponsors have been signed by Midnight Sun Broadcasting Co. (KFAR Fairbanks and KENI Anchorage, Alaska) during the past three months.

These include:

Colgate-Palmolive-Peet for *The Dennis Day Show*, through Ted Bates Inc.; Liggett & Myers for *The Bob Hope Show*, through Cunningham & Walsh; Wildroot Co., for *Charley Wilde Private Eye*, through BBDO; Bristol-Myers, for *Mr. District Attorney*, through Young & Rubicam; Brown & Williamson Tobacco Co., for *People Are Funny*, through Russel M. Seeds Inc.;

All of the programs are NBC shows although KFAR-KENI are affiliated with NBC, ABC and Mutual. Programs are delayed and transcribed for rebroadcast in Seattle.

CFOR Orillia opened its new studios and 1 kw transmitter last month, with Ontario Premier Leslie Frost officiating. Reception was held by Gordon E. Smith, station owner, following inauguration of new transmitter, which marked an increase in power from 250 w.

IT's "old stuff" to Actor Lionel Barrymore but an event for the 1950 sponsor of his traditional Christmas Eve broadcast of Charles Dickens' "Christmas Carol." Mr. Barrymore reads a passage from the script while H .L. Bilsborough (r) of A. O. Smith Corp., maker of Permaglas water heaters, looks on approvingly. Firm will sponsor the 1950 edition of the program on 527 MBS stations, Dec. 24, 4 p.m. EST, and also supply dealers with promotional material, including local radio spot announcement copy. Company claims it is the first time such a product-maker has supported a dealer campaign with a nationwide network program. Mr. Barrymore will play "Scrooge" for the 18th time on radio.

WPIK KWRN

Sales Are Reported

SALE of Howard B. Hayes' 32.4% interest in WPIK Alexandria, Va., for $22,275 to co-founder Carl L. Lindberg, also 32.4% owner and who would gain controlling interest, was reported by the metropolitan Washington station fortnight ago in transfer papers filed at FCC.

Meanwhile, sale also was announced of KWRN Reno, Nev., by Reno Newspapers Inc. for $27,500 to Kenyon Brown, part owner and president of KWFT Wichita Falls, Tex.

In the WPIK transaction, FCC was told Mr. Hayes has resigned as manager of the station and plans to accept employment outside the city. WPIK is assigned 1 kw daytime on 730 kc. Other stockholders are: Barton Philips and Elliott F. Hoffman, 10.4% each; C. C. Carlin Jr., 11.2%; John A. K. Donovan, 3.2%. Messrs. Hayes and Lindberg established WPIK in 1945. They previously had been with WTOP Washington.

KWRN is assigned 250 w fulltime on 1490 kc. Reno Newspapers, publisher of *Reno Gazette* and *State Journal*, is part of the Speidel chain of papers which also operates KDON Salinas, Calif.; WKIP Poughkeepsie, and WGNY Newburgh, N. Y., Mr. Brown also is stockholder in KELP El Paso, Tex.; KGLC Miami, Okla., and KBYE Oklahoma City. The KWRN sale was handled by Blackburn-Hamilton Co., radio station and newspaper brokers.

WLIB INJUNCTION

Granted Against ACA Action

A PRELIMINARY injunction against American Communications Assn. activities, alleged by WLIB New York to constitute "economic coercion" of station advertisers was granted by New York Supreme Court Justice Denis O'Leary O'Shalan, Dec. 1 in New York.

Charging the union, which was expelled by the CIO as pro-Communist, with distributing letters and handbills charging unfairness to labor outside its retail advertisers' stores, the station alleged that such activities constituted "picketing," the end result of which was a "secondary boycott" prohibited by law. On these grounds a preliminary injunction was granted.

ACA began its activities, according to station officials, two days before expiration of the old contract on May 1, because the station refused to consider carrying over a clause, providing for its hiring of a specified number of engineers from the old contract to negotiations for a new one. At the time the officials said, the clause was in violation of the Lea Act, subsequently declared unconstitutional. Although the union was offered an overall wage increase and a union shop, they said, it refused to arbitrate the matter unless arbitration was limited to two issues, rather than formulation of a whole contract.

A union spokesman charged the station with endeavoring to scrap the old contract, which he said was built up over the years, and to have everything negotiated anew. He denied that the distribution of letters and handbills was "picketing" and claimed that the station has broken off arbitration.

MORE FM SETS

Springfield Survey Shows

FM'S POPULARITY is increasing in the Springfield, Mass., area according to a survey completed a fortnight ago by the Springfield area FM stations, including WBZA-FM, WSPR-FM, WSFL-FM, WMAS-FM Springfield and WHYN-FM Holyoke.

FM set ownership increased to 29% in the Springfield area, which includes Hampden, Hampshire and Franklin Counties in Massachusetts, as well as part of Connecticut. This represents an increase of 9% over the survey made a year ago.

When the first FM set survey was made in February 1947 ownership amounted to only 5%. By the fall of 1948 the figure had increased to 12%, and by last year at this time FM set ownership amounted to 20%. The figures reportedly indicate that FM sets are increasingly popular in the outlying areas where static and interference are more prevalent in the AM band.

Eastern Dual Market

Opportunity

$60,000.00

One of the most attractive and unusual double market opportunities in the east. This is an independent facility that is the only station for two excellent cities with total population in excess of 35,000, having retail sales of more than thirty million.

Station is very well equipped, owns a desirable transmitter site and building —has studio installations in each city. This is a "made-to-order" opportunity for one or two good operators. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

WHOM Move

MOVE of WHOM Jersey City to New York City, for years a controversial issue before FCC, was granted by the Commission last week upon petition by WHOM to relocate its main studios. FCC's action, in which Comrs. Paul A. Walker and E. M. Webster dissented, follows new relaxed rules on main studio locations announced a fortnight ago which allow such a change under exceptional conditions [BROADCASTING • TELECASTING, Dec. 11]. WHOM for many years has operated chiefly as a foreign-language outlet serving the metropolitan New York area.

Radio Parts Impasse

(Continued from page 30)

re coming out of the military. he delay at the military level is raced to higher-up sources and ese in turn can't act until top-olicy government officers and gencies make their decisions.

An example of the problems aced in using substitutes is that f magnet manufacturers. If cobalt eliminated from an alnico type f magnet, then the size of the agnet must be quadrupled and reatly increased quantities of ickel are required. The makers f speakers might shift to electro-agnetic types, but these in turn ould use large quantities of arce copper and besides there are ew plants with winding machinery vailable since the dominance of ermanent-magnet types.

Representing RTMA at the Tues-ay NPA conference, besides the o-chairmen, were Robert C. Spra-ue, RTMA president; James D. ecrest, RTMA general manager; . G. Zender, Lenz Electric Mfg. o., RTMA Parts Division chair-an; Matt Little, Quam-Nichols o., chairman of RTMA Speaker ection; L. G. Taggart and Arthur . Milk, of the RTMA Tube Divi-ion; H. G. Beauregard, secretary f the Joint Electronics Industry ommittee, and Robert G. Klabin, eneral Instrument Corp.

Among those who attended the peakers-magnet manufacturers essions were:

Mr. Plamondon; W. F. Dumke and Lloyd Vanfeld, Zenith Radio Corp.; W. . Bahle, RCA Victor Div., RCA; Hugo undberg and John A. Proctor Jr., xford Electric Corp.; Jack Willson, lectro-Voice Inc.; Thomas White, Jen-en Mfg. Co. and Rolla Co.; Robert Tait nd David Rogers, Stromberg-Carlson; obert Arnold, Arnold Engineering orp.; E. L. Hubbard, General Electric roducts Co.

NANCY McIVER
TRAVELS THE WORLD

(Formerly Nancy Grey on WTMJ—NBC)
WHFC Chicago WEHS-FM
2-2:30 Mon. thru Sat.
She entertains—and tells—and sells
Participations Available
MARSHALL PRODUCTIONS INCORPORATED
40th Floor Bankers Bldg., Chicago 3
Radio — Shows to fit your budget — TV

RAW MATERIALS

NPA Issues New Directives

AGAINST the backdrop of the international emergency, portending a lessening of the time lag between appropriation of funds and the actual placement of orders for electronics equipment, the government last week issued new directives governing the use of strategic materials.

The National Production Authority took steps to prevent a complete shutoff of cadmium supplies for non-defense uses. Producers and prime distributors were asked to fill up to 50% of all military orders for the metal.

Cadmium, used widely for electroplating other metals, has been described as a popular and satisfactory substitute for copper in plating steel for radio set chassis. NPA already has signaled cutbacks in copper of 15% for January and February, and 20% in March and in other metals, including cobalt [BROADCASTING • TELECASTING, Dec. 11].

At the same time government officials said that both NPA and the Cadmium Industry Advisory Committee had agreed that an order should be developed establishing inventory controls and specifying usages of cadmium.

Rubber Cutback

NPA also ordered (1) provision for continuous flow of copper scrap "into normal channels of distribution," and (2) cutbacks in civilian rubber consumption of 50% during January and February from the November level, with present supply to be supplemented by use of synthetic rubber.

The order on copper scrap, defined as copper or copper-base alloy materials, by-products of industrial fabrication, applies to brass mill scrap as well.

The growing metals shortage and the concomitant prospect of forced layoffs of skilled workers in industry has evoked the concern of manufacturers, who last week placed their problems before NPA authorities in two different meetings (see story page 30).

Meanwhile, government agencies and the board of governors of the Federal Reserve System warned last week that "despite all efforts to expand output of critical materials, the supply-demand gap may be expected to widen as defense production picks up speed," and the "full impact of supply deficiencies" will be manifested in the civilian economy.

While the government has ordered curtailment in civilian use of various metals, a joint report of agencies and the Federal Reserve System noted, the "consumption of materials has increased substantially" since the first half of 1950, the period used as a base for metal cutbacks. The report also pointed to the increased market prices governing use of these metals.

School Broadcasts

(Continued from page 32)

entitled "We've Been Watching Television," David Robinson, vice president of Price, Robinson & Frank, explored the advertiser's and agency man's viewpoint to the medium. Noting that "television and radio are directly in collision," Mr. Robinson described television surveys as "incomplete and not in agreement." Although the potential of the medium "is the most powerful ever to be opened up to the advertiser," television "has a long, long way to go in learning to use its greatness effectively."

WLS Chicago was host at Thursday's luncheon, during which the regular *Schooltime* program was broadcast direct from the hotel. After the show, Josephine Wetzler, WLS education director, urged educational broadcasters to program about "things in the pupil's daily life, rather than abstract things." She suggested: "You should create a desire in the pupil to learn, to find out about a particular thing, just as a salesman creates a desire for his product."

J. R. Livesay, secretary of the Illinois Broadcasters Assn., and president of WLBH Mattoon and WHOW Clinton, Ill., spoke about the cooperation given school systems by Illinois stations.

Other panel groups and speakers:

The influence of mass media of communication in the world today, Douglas H. Schneider, director, department of mass communication, United Nations Educational, Scientific & Cultural Organization, Paris, introduced by Judith Waller, director of public affairs and education, NBC Chicago, with Kenneth G. Bartlett, director, Radio & Television Center, Syracuse U.; Frances Ferrell, research staff, Chicago public schools; Robert B. Hudson, director of broadcasting, U. of Illinois; John Scupham, head of school broadcasting, British Broadcasting Corp.; I. Keith Tyler, coordinator of radio, Ohio State U.

The operation of the Wisconsin state-wide FM network, Harold B. McCarty, executive director, Wisconsin State Radio Council, and director, WHA Madison, U. of Wisconsin station, with Eugene Foster, Empire State School of the Air, Syracuse; Jim Miles, manager, WBAA Purdue U., Lafayette, Ind.; Seymour Siegel, director, WNYC New York and president, National Assn. of Educational Broadcasters.

The British Broadcasting Corp. serves the schools of Great Britain, Mr. Scupham.

Through radio, universities serve the people of their states, George Johnson, director, radio educational programs, Indiana U., with Waldo Abbot, director, WUOM U. of Michigan, Ann Arbor; John Henderson, education director, WBAA Purdue U.; Mr. Hudson; Richard Hull, director, WOI-AM-FM-TV, Iowa State College at Ames; Carl Menzer, director, WSUI, U. of Iowa station, Iowa City; M. McCabe Day, director, WVSH Huntington, Ind.; Marvin Oakes, program director, WNAS New Albany, Ind.; Esther Olson, Peabody School, Chicago, and Mary Xurafes, audio-visual director, Emerson School, Gary, Ind.

Television in education, practice and potentialities, Garnet Garrison, television director, U. of Michigan, presiding, with Lynn J. Poole, director of public relations and producer of *Johns Hopkins Science Review* for Johns Hopkins U., Baltimore.

LINE CHARGES

Coast Firms Queried

INQUIRY into reasonableness of increased AM and FM line charges by certain independent West Coast common carriers was ordered by FCC last week.

On its own motion, the Commission suspended until March 20 revised tariff schedules of the West Coast Telephone Co. and Pacific Telephone & Telegraph Co., which would have become effective Dec. 20, and set the matter for hearing Jan. 22 to determine the "lawfulness" and "reasonableness" of the new tariffs.

Among the issues involved, FCC indicated, is a proposed increase of program and network switching charges from 25¢ to $2.50 per switch. Another is a proposed line equalization charge of $15 for installation and a $2.75 monthly "recurring charge." The usual Bell System fee for the same service elsewhere is $15 for the "complete job," it was explained. In other respects the general charges of the independents compare favorably with those in the Bell System elsewhere, FCC noted.

BEGIN the New Year right by getting your share of the prosperous and growing Jackson market . . . by spotting your sales message on WJDX, "the Voice of Mississippi".

REPRESENTED NATIONALLY by the GEORGE P. HOLLINGBERY CO.

STOCK OPTIONS

Voted Sarnoff and Folsom

BRIG. GEN. DAVID SARNOFF, RCA chairman of the board, and Frank M. Folsom, RCA president, have been granted restricted stock options for $100,000 and $50,000, respectively. Value was $17.75 per share, purchasable on or before Nov. 3, 1955, it was reported.

RCA board of directors, it is understood, also awarded Mr. Folsom an amended contract protecting him from salary reductions. The contract also allows for increases to be awarded him any year prior to March 1.

Mr. Folsom's contract, which was extended to Dec. 31, 1954, was originally drawn for the period Jan. 1, 1948, to Dec. 31, 1953. An increase of $25,000 last June brought Mr. Folsom's annual salary up to $165,000.

Recalled to Service

CAPT. ROBERT H. ALFORD, FCC broadcast attorney and U. S. Army reservist, was recalled to active duty effective Dec. 16 with the Judge Advocate General Office. He had celebrated his fifth anniversary with FCC on Dec. 7. Capt. Alford originally had entered the Army in 1941, serving in the ground forces in the Italian campaign. He joined FCC after release from service in 1945.

FCC Actions

(Continued from page 72)

Applications Cont.:

ton, Va.; KOPO Tucson, Ariz.; KVMV Twin Falls, Ida.; WFPG Atlantic City, N. J.; KFIZ Fond du Lac, Wis.

Modification of CP

Mod. CP FM station for extension of completion date: KEFM Inglewood, Calif.; WAVZ-FM New Haven, Conn.

License for CP

WFMB Mayodan, N. C.—License for CP new FM station.

FM—90.9 MC

WBUR Boston, Mass.—CP noncommercial educational FM station to change ERP to 27.2 kw.

License Renewal

Request for license renewal commercial TV station: WFAA-TV Dallas, Tex.; WBAP-TV Fort Worth, Tex.; KPRC-TV Houston, Tex.; WTVN Columbus, Ohio; WKRC-TV Cincinnati, Ohio; WAFM-TV Birmingham, Ala.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO DECEMBER 14

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM stations	2,231	2,194	121		261	135
FM stations	677	527	154	1*	150	6
TV stations	107	53	56		374	171

* On the air.

• • •

Docket Actions . . .

FINAL DECISION

WKAP Allentown, Pa., WSCR Scranton—Announced decision to grant application of WKAP to change from 1580 kc 1 kw day to 1320 kc 1 kw fulltime, directional night; and granted application of WSCR to change from 1000 kc, 1 kw day to 1320 kc 1 kw day, 500 w night. Grants subject to engineering conditions. Decision Dec. 7.

Falls County Public Service, Marlin, Tex.—Announced decision to grant application of Falls County Public Service new station on 1010 kc, 250 w day. Partnership includes W. L. Pennington and Virgil H. Gage. Mr. Gage is a radio information specialist employed in Waco, Tex. at the Veterans Administration. Mr. Pennington is an engineer with Texas State Highway. Cost of construction of station is estimated at $16,000. Decision Dec. 8.

Telectronics Inc., Waycross, Ga.—Announced decision to grant application of Telectronics Inc., new station on 570 kc, 1 kw day. Principals in Telectronics Inc., include: Mrs. Virginia Price Bowen, president 99⅗%; Virginia Bowen Holm, vice president, 1⅕% and Miss Thelma V. Franklin, secretary 1⅕%. Estimated construction cost of proposed station is $29,930.10. Decision Dec. 8.

INITIAL DECISION

KENE Belen, N. M.—Issued initial decision by Examiner Fanney N. Litvin to deny application of Belen Bcstg. Corp. (KENE) license to cover construction permit on 1230 kc, 250 w fulltime. See story this issue. Decision Dec. 8.

Non-Docket Actions . . .

AM GRANTS

Paris, Ill.—Paris Bcstg. Co., 1440 kc, 500 w day. Estimated construction cost $13,000. Principals include: Adlai Ferguson Jr., salesman Electrolux Corp., president 45.546%; LeAllen French, lieutenant USAF, vice president 15.182%; Herman Slutzky, owner Century Motor Sales, Sam Slutsky Co., broom corn brokerage; G. F. Patterson, manager Paris Hospital 5.06%; Marjorie V. Ferguson, .05% and Holland Roche, salesman H. V. Winn Co., sporting goods. Granted Dec. 14.

Georgetown, Del.—Rollins Bcstg. Inc., 900 kc, 1 kw day. Principals in corporation include: John W. Rollins, Lewes, Del. auto dealer, president 29¼%; Katherine E. Rollins, treasurer 4%; Orville Wayne Rollins, vice president 33⅓%; Jack C. Gardner, secty. ⅛%; Rollins Motor Co., Princess Anne, Md., 33⅓%. Granted Dec. 14.

Matewan, W. Va.—Three States Bcstg. Co., 1360 kc, 1 kw day. Estimated construction cost $18,791.02. Principals include: Fred A. Staples, pastor Striker Bible Church, president and general manager 25%; Fred L. Morningstar, assistant director Highland Evangel Inc., Biggs, Ky., vice president 25%; Joseph P. Pickering, owner 25% stock in wholesale plumbing and heating business, treasurer 25%; Donna M. Bjork, 25%. Granted Dec. 14.

Fort Valley, Ga.—Peach Belt Bcstg. Co., 1150 kc, 1 kw day. Estimated construction cost $15,950. Principals in Peach Belt include: Ed Stevens, 20.6% interest in Stevens Industries Inc., president and 50% owner WDWD Dawson, Ga., president and 40% owner WGRA Cairo, Ga., president 26⅔%; and William C. Woodall, 50% owner WDWD, 33⅓% WGRA, secretary 26⅔%. Granted Dec. 14.

Sparta, Wis.—Victor J. Tedesco, 990 kc, 250 w fulltime. Estimated construction cost $15,728. Mr. Tedesco is station manager WSHB Stillwater, Minn., has 15% interest WKLK Cloquet, Minn.; 25% S. St. Paul Bcstg, applicant for new station and 10% interest Owatonna, Minn. Granted Dec. 14.

Mt. Jackson, Va.—County Bcstg. Service, 1230 kc, 250 w fulltime. Estimated construction cost $11,000. Frank Fletcher individual applicant is co-owner WARL Arlington, Va. Granted Dec. 14.

Carrollton, Ala.—Pickens County Bcstg. Co., 590 kc, 1 kw day. Estimated construction cost $25,329.51. Roth E. Hook, owner of chain of theatres in Alabama and William E. Farrar, manager Pickens Theatre, Reform, Ala. and Gordo Theatre, Gordo, are equal partners. Granted Dec. 14.

Lake Wales, Fla.—Imperial Polk Bcstg. Corp., 1280 kc 1 kw day. Estimated construction cost $26,900. Sarkes Tarzian Inc. holds 49% stock interest in Imperial Polk Bcstg. Sarkes Tarzian is licensee WTTS and WTTV (TV) AM and TV stations Bloomington, Ind. Granted Dec. 14.

East Rainelle, W. Va.—Greenbrier Bcstg. Co., 1450 kc, 250 w fulltime. Estimated construction cost $16,400. Sam W. Caudill is individual applicant, he is 50% owner Swiss Coal Co., mining operation. Granted Dec. 14.

WMNB North Adams, Mass.—Granted switch in facilities from 1230 kc 100 w fulltime to 1230 kc 250 w fulltime. Granted Dec. 14.

WCEN Mt. Pleasant, Mich.—Granted switch in facilities from 1150 kc, 1 kw day to 1130 kc 1 kw day, 500 w night, directional night. Granted Dec. 14.

New Applications . . .

TV APPLICATION

Chattanooga, Tenn.—WDOD Bcstg. Corp., new commercial TV station Chan. 3 (60-66 mc) ERP 27.7 kw vis., 13.9 kw aur., antenna height above average terrain 1,055. Applicant is licensee AM station WDOD that city. Estimated construction cost $280,240, estimated revenue first year $175,000. Filed Dec. 12.

TRANSFER REQUEST

WJMR (AM) and WRMC (FM) New Orleans—Acquisition of negative control by George A. Mayoral, New Orleans, owner of 24 of total 100 sh outstanding, through acquisition of 26 additional shares under voting trust agreement with William and Ramon Cortada, Ponce, P. R., each owner of 37 sh. Latter each transfer 13 sh to Mr. Mayoral under trust arrangement. No money involved. WJMR assigned 250 w day on 990 kc. Filed Dec. 12.

WJR Hearing

(Continued from page 30)

fornia, and being what I term a sick man, I tried to placate him and tried to keep him buoyed up by the impression that we were doing many of the things he requested, because he had very little opportunity to check up on them.

Mr. Fitzpatrick testified under questioning that, as long as he was "in charge," the Democratic party's representation on WJR broadcasts was as fair as the Republican party's.

He said he turned his correspondence files over to FCC investigators on advice of counsel, knowing they could be subpenaed if he refused.

The correspondence between him and Mr. Richards, he said, was available through him only because of Mr. Richards' insistence that "anything pertaining to me . . . should be immediately removed from the premises" of WJR.

"I wanted to clear that up," he said, "for fear there would be a wrong impression that there was any rancor or any vindictiveness on my part, which does not exist, and it has been for no reason of that kind that the files have been retained for some or other purpose."

No hearing session was held Monday, to give counsel for Mr. Richards time to examine the 878 pages of letters in the Fitzpatrick files in preparation for his cross-examination.

Fitzpatrick Questioned

Under defense questioning on the subject of awards which WJR has won, Mr. Fitzpatrick said the station owner was a "victim of a queer ailment we called plaque-happy—he loved getting awards."

Counsel for Mr. Richards offered 40 boxes containing some 19,000 radio scripts for the 1946-1950 period as evidence of the fairness and impartiality of WJR newscasts. Examiner Cunningham refused to accept them as evidence, reiterating that the basic issue of the case is whether news-slant orders were issued, rather than the content of what was actually broadcast.

Meanwhile, Mr. Richards placed the support of all three of his stations behind the program of Defense Secretary George E. Marshall, pledging in a wire to Gen. Marshall "the facilities of [WJR, WGAR, and KMPC] to help inform our people of the problems and dangers we face." The stations followed up the offer with similar telegrams to governors, mayors, and local civilian defense officials in the states where the three 50-kw stations are located.

RADIO BILLS

Move To Speed House Action

A MOVE is underfoot to give background on proposed radio legislation to the House Interstate & Foreign Commerce Committee's full membership, in order to speed up action. Affected would be the radio subcommittee procedure, a competent source on Capitol Hill revealed last week.

It is understood that a new method may be employed in holding hearings. Under the contemplated procedure, all radio matters would channel through the Congressman designated as chairman of the radio subcommittee, presumably Rep. Dwight L. Rogers (D-Fla.) who was acting head when Rep. George Sadowski (D-Mich.) was ill during the second session of the 81st Congress. Also being considered is the sitting in at all hearings of the full committee.

Reasons for the change, now being weighed by Chairman Robert Crosser (D-Ohio) are three-fold. As seen by a spokesman, the alignment would speed action because in the past (1) the prolonged illness of Acting Chairman Sadowski put a crimp into consideration of radio legislation by his subcommittee, (2) few members were familiar with such technical and specialized matters as communications, and (3) when the full committee was present it assured more than three or four members sitting, as had often been the situation.

AWB - NAB SPLIT

First Step Voted

FIRST steps toward formation of an independent Assn. of Women Broadcasters, separate from NAB, were to be taken Saturday at a meeting of a steering group at NBC headquarters in New York.

Katherine Fox, WLW Cincinnati, AWB general chairman, called the Dec. 16 meeting. Doris Corwith, NBC, was to be chairman of the meeting in charge of the steering committee. Bette Doolittle, AWB acting secretary, was to attend.

CENSORSHIP ISSUE

Urge Voluntary Restraint

AMID imminent declaration of a national emergency, broadcasters last week were asked to continue the exercise of "voluntary restraint" on vital security data.

The censorship issue was projected anew in meetings involving the Broadcast Advisory Council (see separate story), the Dept. of Defense, and the nation's Chief Executive, as well as in Korean war developments.

The industry was assured that, while censorship plans are under constant study by the government, there is no immediate prospect of security controls or creation of an Office of Censorship—unless the international situation results in full-scale war.

Gen. George C. Marshall, meeting with the Broadcast Advisory Council at the Pentagon last Thursday, declared that imposition of rigid controls now would only lead to criticism, and felt that voluntary restrictions by the industry itself would suffice at present.

Vital Data Warning

Broadcasters were importuned to remember that release of vital data, in the exercise of free speech, would serve the enemy purpose as well as foreign spy rings. He asked them to use their own good judgment and lauded the industry for the effectiveness of self-imposed censorship during World War II.

The censorship question did not arise specifically when the group met with the Chief Executive last Thursday, but the President asserted that he anticipated no controls beyond voluntary restraints exercised in the last war.

Top-level officials at the National Security Resources Board, presently the key mobilization coordinating agency, confirmed that no plan for censorship is afoot now.

Declaration of a national emergency may serve to lay the groundwork for accelerated planning insofar as the international crisis deteriorates, they explained.

It was felt that all-out censorship would be imposed only under a formal declaration of war. Officials pointed out that censorship implies control of the mail and cables as well as radio and press, and the communications of foreign agents.

In the event an Office of Censorship is set up, similar to that headed by Byron Price during World War II, experienced radio and newspapermen will be called upon to serve. Some veterans already have been sounded out as part of the government's advance planning.

A proposal for censorship in the Korean theatre was turned down last week, but correspondents were issued a new four-point directive designed to tighten security data relating to troop movements.

Gen. Douglas MacArthur's headquarters reiterated previous contentions that censorship should not be leveled in Korea unless it is imposed in Washington and at other world capitals. Disclosures of vital information could be equally as great from those points, officers pointed out.

The question arose when Lt. Gen. Horace Robertson, commander-in-chief of British occupation forces, called on the United Nations to invoke formal censorship "to shield troop movements from a powerful new enemy." He said radio stations and newspapers had carried details of troop dispositions.

Invocation of censorship, on that basis by the United States thus may be affected by what action the UN may take, some authorities believe.

The four new security rules, released by Col. M. P. Echols, Gen. MacArthur's information officer, asked correspondents to withhold information on (1) planned activities or moves in progress, (2) movements with respect to boundaries or positions or undefended lines, (3) effectiveness of specific aims in enemy or UN material, and (4) activities or locations of friendly troops.

Col. Echols outlined these points to radio, newspaper and wire service correspondents. He said they would not be regulatory or would not involve recrimination if accidentally violated.

Meanwhile, the *Washington Post* has aimed an editorial broadside at the tendency of some officials "to blame the press and radio for publishing information" helpful to the Communists.

"The criticism is directed at the wrong source," the *Post* asserted. "For newspapers and radio stations were among the first to call for some sort of guidance to protect them against precisely this sort of thing."

1866 Joseph N. Weber 1950

JOSEPH NICHOLAS WEBER, 84, often called the father of the American Federation of Musicians, died of a heart attack at his home in Beverly Hills, Calif., last Tuesday.

Mr. Weber had been president of the musicians' union for forty years when he retired from the post in 1940. He was a native of Philadelphia and had been a clarinetist in the symphony orchestra there before going into union work.

He is survived by his widow, Mrs. Gisela Weber. Funeral services were to be held last Friday in Beverly Hills. Scheduled to attend were AFM President James C. Petrillo and the union executive board, who planned to fly from Chicago in order to act as honorary pallbearers.

Mr. Weber was instrumental in keeping the musicians' union united after two antecedent unions were merged. Upon his retirement in 1940, he was named technical advisor to the AFM for a life term, and Mr. Petrillo was named as his successor.

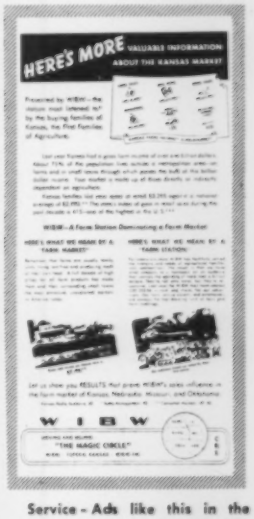
COVERING WISCONSIN'S LARGEST RADIO VOID
WTTN
Nation's Richest Farm Market
Retail Sales, 1949, 18% above Nation's Average—1950—higher.
WTTN WATERTOWN, WISCONSIN

when you're comparing radio stations

...make sure to check their Service-Ads as well as their listings in SRDS

"When I'm using Standard Rate," reports a Time Buyer, "I'm looking for certain things. I'm not **reading**. But, if I see an ad which gives station coverage or other useful facts not in the listing, I make a point to check it."

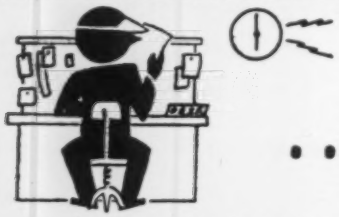
Have you noticed, too, how Service-Ads in the Radio Section of SRDS, and in **Consumer Markets**, help — especially when you're working fast? Service-Ads like WIBW's shown here?



Service-Ads like this in the monthly Radio Section of SRDS and in Consumer Markets help time buyers buy.

Such Service-Ads supplement and expand media listings in SRDS Radio Section and market listings in **Consumer Markets** with information that helps you decide which stations and which markets you want.

STANDARD RATE & DATA SERVICE, Inc.
The National Authority Serving the Media Buying Function
Walter E. Botthof, Publisher
333 NORTH MICHIGAN AVENUE, CHICAGO 1, ILLINOIS • NEW YORK • LOS ANGELES



...at deadline

EFFORT TO DELAY ACTION ON DON LEE CASE CHARGED

GENERAL Tire & Rubber Co. Friday filed reply to Television California's petition seeking return of TV Channel 2 to San Francisco's comparative hearing (see early story page 54) with General Tire charging delaying tactics were indicated in apparent effort to gain new opportunity for Edwin W. Pauley "syndicate" to bid on Don Lee properties.

General Tire told FCC that Television California has no standing in $12,320,000 transfer proceeding [BROADCASTING • TELECASTING, Nov. 20]; question of ultimate disposition of Don Lee's San Francisco Channel 2 bid is irrelevant to disposition of transfer applications and is premature; petition is "wholly friviolous" and interposed solely "for purpose of delay."

CBS COLOR IN CHICAGO

WBBM-CBS Chicago plans to begin color-casting Wednesday, starting with five sets and expanding to seven with five shows daily for public audiences in Studio 10, although date has been postponed several times. Shows, fed on cable from New York, will be aired in four quarter-hours and one from 11:30-12:25.

LOS ANGELES HEADS TV

TV MANUFACTURERS shipped 5,661,000 receivers to dealers in 36 states and D. C. during first 10 months of year, according to all-industry report by Radio-Television Mfrs. Assn. October shipments totaled 781,000 sets, compared to 928,000 in September. Los Angeles led in TV receipts with 44,653 sets shipped into city in October compared to 44,075 in Cook County (Chicago), Ill.

DREW PEARSON ATTACKED

ABC COMMENTATOR Drew Pearson denounced Friday in Senate by Sen. Joseph R. McCarthy (R-Wis.), who called on public to boycott stores handling products of his sponsor, Adam Hat Co. Sen. McCarthy urged newspapers buying his column, as well as radio stations, to see that his voice is stilled.

HOLIDAY SPECIAL

MUTUAL BENEFIT Health & Accident Assn. sponsoring one-time Christmas Day broadcast, *Mutual Calling*, 2-3 p.m. on MBS. Program to feature two-way conversation between troops evacuated from Korea to Tokyo and their parents, with Bill Slater as commentator.

REYNOLDS BUYS DRAMA

R. J. REYNOLDS (Camel cigarettes) will sponsor *Richard Diamond* featuring Dick Powell effective Jan. 5 on ABC Fridays, 8-8:30 p.m. through William Esty & Co., New York.

SWANS DOWN ON 22

SWANS DOWN DIVISION, General Foods, to sponsor *Golden Gate Quartet Sings*, new open-end 15-minute music series produced by Transcriptions Sales Inc., New York, three times weekly over 22 Southern stations. Agency is Young & Rubicam, New York.

CBS CHALLENGES RCA TO ASK FCC COLOR ACTION

CBS OFFICIALS saw RCA's improved color TV system Friday for first time and promptly challenged company to ask FCC "formally" for further consideration "if RCA believes that its system has been sufficiently improved to warrant adoption."

CBS President Frank Stanton, who headed CBS contingent, issued statement shortly after demonstration saying network officials did not think it appropriate to comment on showing in view of RCA's pending suit seeking to upset FCC approval of CBS system. He continued:

The FCC Report explicitly provides for consideration of new or improved systems. If RCA believes that its system has been sufficiently improved to warrant adoption, it can ask formally for further consideration. If in fact the RCA system proves by this procedure that it is so improved as to qualify for further consideration, various claims and observations which have thus far been reported can be dealt with in an orderly manner and through witnesses under oath and subject to cross-examination.

Demonstration followed pattern employed throughout two-week series of showings held in Washington [BROADCASTING • TELECASTING, Dec. 11; also see story page 54]. CBS representatives watched intently, gave no indication of their reactions, asked no questions. An RCA-NBC spokesman said he felt flesh tones during performance were somewhat below level achieved at other demonstrations during two-week series.

Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs., was in charge, with Dr. E. W. Engstrom, vice president in charge of research, RCA Labs., introducing program from studios. NBC group was headed by President Joseph H. McConnell.

CBS representatives: President Stanton; Adrian Murphy, vice president and general executive; Vice Presidents Earl H. Gammons (in charge of Washington office), William B. Lodge (general engineering), and Peter Goldmark (engineering and research development, and inventor of CBS color system); Richard Salant, attorney; John Martin, assistant to Dr. Goldmark; J. J. Reeves, of research staff; Michael Foster, assistant director of press information.

COLOR RULING EXPECTED

SOURCES close to RCA attorneys in Chicago late Friday were expecting imminent notification from Federal District Court there that three judges considering RCA color television suit against FCC and government would be decided early this week. Earlier in week judges conferred on merits of case and indicated they planned to arrive at final decision "as soon as possible." CBS attorneys in Chicago said they had "no idea" when final judgment would be forthcoming.

MARTIN URGES CAUTION

DWIGHT W. MARTIN, chairman, Television Per Program Committee, Friday notified TV stations not to be alarmed by ASCAP letter but to sit tight until Jan. 19 telecasters meeting in Chicago at which time per program license offered by ASCAP will be considered and discussed (early story page 57).

Closed Circuit

(Continued from page 4)

will name president around first of year.

ONE SIDE result of materials shortage may be bluish cast in new TV picture tubes because of scarcity of chemicals used to attain black-white effect.

FALLACY of campaign for reservation of facilities for educational stations in any field is underscored in action last week of well-known university. It politely rejected proffer of complete FM transmitting facilities because it said prospects of continued decline in enrollments and income during next few years made it impossible to take on any kind of new radio activity in predictable future.

JOT THIS DOWN as a certainty: If Senator Ernest McFarland (D-Ariz.) assumes Senate majority leadership in next session, now regarded as likely, he'll continue to serve as chairman of Senate Communications subcommittee. Reports that he would relinquish post if he garnered leadership, were based on erroneous assumption that he would not continue committee membership.

WWJ-TV, which pioneered classroom education by TV, has been besieged with requests for complete information on its format by TV stations and educators. Requests for advice increased measureably after U. of Michigan President Ruthven had expounded on Sunday series at TBA convention in New York.

ALL-INDUSTRY radio-TV set production figures of Radio-Television Mfrs. Assn. slated to include breakdown on receivers with FM tuning, starting in January.

NAB, TBA DISCUSSION COVERS MERGER PROPOSAL

PROPOSED merging of Television Broadcasters Assn. into NAB moving forward following first joint discussion Thursday night in New York. Committees representing two groups discussed idea of single organization to function autonomously under NAB aegis.

Meeting was reported as "satisfactory" although discussion was general and no specific decisions were made.

NAB was represented by Robert D. Swezey, WDSU-TV New Orleans, chairman; William Fay, WHAM-TV Rochester, N. Y.; Eugene Thomas, WOR-TV New York. TBA group, with Paul Raibourn, Paramount Television Productions, chairman, also included Lawrence W. Lowman, CBS; Joseph A. McDonald, ABC; George B. Storer, Fort Industry stations; J. R. Poppele, WOR-TV New York, TBA president.

KATE SMITH NOW SELLOUT

PROCTER & GAMBLE and Hunt Foods to sponsor *Kate Smith Hour*, 4-4:15 p.m., Monday-Friday, and 4:45-5 p.m., Monday-Friday, respectively over NBC-TV effective Jan. 1. Agency for Procter & Gamble is Dancer-Fitzgerald-Sample; for Hunt, Young & Rubicam. Program now sold out with total of 12 sponsors.

BOWLING MEET ON TV

BRUNSWICK-BLAKE-COLLENDER Co. (bowling and billiard equipment) joining Pabst Sales Co. in sponsorship of two telecasts of 10th annual *All-Star Bowling Tournament*, over ABC-TV, Dec. 14, 11:30-12 midnight and Dec. 17, 11-11:30 p.m.

RIGOROUS search by Oslo, Norway, police for Lyford Moore, ABC Berlin news chief who disappeared in Norwegian capital Dec. 10, still fruitless as of Friday. Mr. Moore, 40, disappeared while in Oslo with Army mission.

XUM

THE KANSAS CITY MARKET

Does Not Run in Circles!

It's a Rectangle...

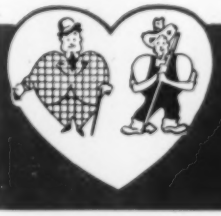
and Only The KMBC-KFRM Team Covers It Effectively and Economically!

Daytime half-millivolt contours shown in black.

Conlan's 1950 coincidental survey of 146,000 calls in the Kansas City Primary Trade Territory reveals The KMBC-KFRM Team in the lead by a wide margin over all other broadcasters.

In addition, the September-October Hooper report for Metropolitan Kansas City shows KMBC in first place in morning, afternoon and nighttime periods!

The KMBC-KFRM Team provides advertisers with complete, effective and economical coverage of Kansas City's Primary Trade area—without waste circulation. For full information on your best buy in the Heart of America, call KMBC-KFRM, or any Free & Peters "Colonel."



The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC